CONTINUING AUDIT
OF
MARQUEE VALUES

Spring 1948

Number 33

AUDIENCE RESEARCH INC.
PRINCETON - NEW YORK - HOLLYWOOD

CONTENTS

PAGE

REGULAR AUDIT

Explanation. 1-2

Actresses, in Rank Order 3-6

Actors, in Rank Order. 7-10

Actresses and Actors, Alphabetically Listed; includes latest Rating on all Players Measured since Spring 1946. 11-24

UPPER PRICE AUDIT

Explanation. 25

Actresses, in Rank Order 26-29

Actors, in Rank Order. 30-33

PLAYERS' INDIVIDUAL CHARTS (Alphabetically)

CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box office,* as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket. ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the number *interviewed in each group is determined by the number of tickets that group accounts for at the box offices of the nation.*

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community--in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The box office is, of course, an indication, but the box-office results can-not reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information--but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons,* the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT SPRING 1948	REGULAR AUDIT WINTER 1947	DIFFERENCE
BERGMAN, Ingrid	47	49	- 2
WILLIAMS, Esther	37	37	-
STANWYCK, Barbara	36	34	+ 2
ALLYSON, June	35	35	-
GRABLE, Betty	35	37	- 2
JONES, Jennifer	35	39	- 4
COLBERT, Claudette	34	35	- 1
DAVIS, Bette	33	35	- 2
GARSON, Greer	33	34	- 1
HAYWORTH, Rita	33	37	- 4
TURNER, Lana	33	34	- 1
CRAWFORD, Joan	30	29	+ 1
DE HAVILLAND, Olivia	29	29	-
GARLAND, Judy	29	24	+ 5
SHERIDAN, Ann	29	30	- 1
TIERNEY, Gene	29	33	- 4
ROGERS, Ginger	28	30	- 2
RUSSELL, Rosalind	28	28	-
YOUNG, Loretta	28	27	+ 1
SCOTT, Lizabeth	27	24	+ 3
TEMPLE, Shirley	27	26	+ 1
CRAIN, Jeanne	26	26	-
HAYWARD, Susan	26	24	+ 2
O'HARA, Maureen	25	27	- 2
BALL, Lucille	24	24	-
BACALL, Lauren	23	20	+ 3
FONTAINE, Joan	23	24	- 1
LAMOUR, Dorothy	23	23	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT SPRING 1948	REGULAR AUDIT WINTER 1947	DIFFERENCE
MC GUIRE, Dorothy	23	21	+ 2
O'BRIEN, Margaret	23	21	+ 2
CAULFIELD, Joan	21	18	+ 3
WYMAN, Jane	21	20	+ 1
DAVIS, Joan	20	* (18, Autumn 1947)	+ 2
HAVER, June	20	16	+ 4
PETERS, Susan	20	17	+ 3
BENNETT, Joan	19	18	+ 1
FAYE, Alice	19	19	-
LESLIE, Joan	19	* (15, Spring 1946)	+ 4
SOTHERN, Ann	19	18	+ 1
DARNELL, Linda	18	18	-
DURBIN, Deanna	18	20	- 2
RUSSELL, Jane	18	18	-
GRAYSON, Kathryn	17	21	- 4
LEIGH, Vivien	17	* (14, Summer 1946)	+ 3
MAC DONALD, Jeanette	17	* (14, Winter 1945)	+ 3
TAYLOR, Elizabeth	17	22	- 5
BAXTER, Anne	16	18	- 2
SMITH, Alexis	16	* (17, Autumn 1947)	- 1
WRIGHT, Teresa	16	21	- 5
GARDNER, Ava	14	14	-
KERR, Deborah	14	14	-
POWELL, Jane	14	* (9, Autumn 1946)	+ 5
RUSSELL, Gail	14	13	+ 1
SHORE, Dinah	14	* (17, Summer 1947)	- 3
ARTHUR, Jean	13	13	-
DE CARLO, Yvonne	13	13	-

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* Not measured in Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT SPRING 1948	REGULAR AUDIT WINTER 1947	DIFFERENCE
CARROLL, Madeleine	12	*(20, Spring 1943)	- 8
OBERON, Merle	12	12	-
BLONDELL, Joan	11	14	- 3
LANDIS, Carole	11	*(11, Autumn 1946)	-
SINGLETON, Penny	11	10	+ 1
KEYES, Evelyn	10	12	- 2
REED, Donna	10	*(8, Spring 1947)	+ 2
LYNN, Diana	9	*(12, Autumn 1946)	- 3
MAIN, Marjorie	9	*(11, Autumn 1947)	- 2
RAINES, Ella	9	10	- 1
BLYTH, Ann	8	9	- 1
PALMER, Lilli	8	8	-
TOTTER, Audrey	8	*(1, Autumn 1946)	+ 7
GARNER, Peggy Ann	7	*(8, Spring 1946)	- 1
PAIGE, Janis	7	9	- 2
SHIRLEY, Anne	7	*(7, Spring 1946)	-
HALE, Barbara	5	*(4, Autumn 1947)	+ 1
MILLER, Ann	5	*(6, Autumn 1946)	- 1
TODD, Ann E.	5	*(6, Autumn 1947)	- 1
TYLER, Beverly	5	*(4, Autumn 1946)	+ 1
VERA-ELLEN	5	*(8, Summer 1947)	- 3
BEL GEDDES, Barbara	4	4	-
BREMER, Lucille	4	*(3, Winter 1946)	+ 1
BROOKS, Leslie	4	*(3, Spring 1947)	+ 1
CARTER, Janis	4	5	- 1
HASSO, Signe	4	*(3, Autumn 1947)	+ 1
JEFFREYS, Anne	4	*(2, Spring 1947)	+ 2
HENDRIX, Wanda	3	4	- 1

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* Not measured in Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT SPRING 1948	REGULAR AUDIT WINTER 1947	DIFFERENCE
NEAGLE, Anna	3	(1, Spring* 1946)	+ 2
O'DONNELL, Cathy	3	(3, Autumn* 1947)	-
BELITA	2	(3, Summer* 1946)	- 1
CALVERT, Phyllis	2	(2, Winter* 1946)	-
COOPER, Gladys	2	(2, Spring* 1946)	-
CROSET, Paule	2	(**, Summer* 1947)	+ 2
DONNELL, Jeff	2	(2, Spring* 1947)	-
FOCH, Nina	2	(2, Autumn* 1947)	-
GRAHAME, Gloria	2	(2, Autumn* 1947)	-
LANSBURY, Angela	2	3	- 1
LOUISE, Anita	2	(4, Spring* 1946)	- 2
ALLBRITTON, Louise	1	(2, Summer* 1947)	- 1
FLEMING, Rhonda	1	(**, Autumn* 1946)	+ 1
JERGENS, Adele	1	(1, Autumn* 1946)	-
KING, Andrea	1	2	- 1
TETZEL, Joan	1	(1, Summer* 1946)	-
JOHNSON, Celia	**	(2, Spring* 1947)	- 2
MORAN, Dolores	**	(2, Summer* 1947)	- 2

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* Not measured in Winter 1947

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SPRING 1948	REGULAR AUDIT WINTER 1947	DIFFERENCE
CROSBY, Bing	54	53	+ 1
PECK, Gregory	49	50	- 1
BOGART, Humphrey	47	48	- 1
HOPE, Bob	47	48	- 1
LADD, Alan	47	50	- 3
GRANT, Cary	46	46	-
COOPER, Gary	43	45	- 2
GARFIELD, John	42	41	+ 1
POWER, Tyrone	42	44	- 2
STEWART, James	42	34	+ 8
TRACY, Spencer	42	45	- 3
ANDREWS, Dana	40	39	+ 1
GABLE, Clark	39	39	-
MILLAND, Ray	38	37	+ 1
COTTEN, Joseph	36	39	- 3
MITCHUM, Robert	36	37	- 1
PIDGEON, Walter	36	33	+ 3
BENDIX, William	34	32	+ 2
KAYE, Danny	34	37	- 3
CAGNEY, James	33	33	-
JOLSON, Al	33	34	- 1
KELLY, Gene	33	31	+ 2
TAYLOR, Robert	33	30	+ 3
COLMAN, Ronald	32	25	+ 7
JOHNSON, Van	32	30	+ 2
PARKS, Larry	32	29	+ 3
SKELTON, Red	32	27	+ 5
WILDE, Cornel	31	32	- 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SPRING 1948	REGULAR AUDIT WINTER 1947	DIFFERENCE
FITZGERALD, Barry	30	29	+ 1
REAGAN, Ronald	29	30	- 1
WAYNE, John	29	29	-
ABBOTT & COSTELLO	28	26	+ 2
YOUNG, Robert	28	25	+ 3
SCOTT, Randolph	27	23	+ 4
DURANTE, Jimmy	26	26	-
MONTGOMERY, Robert	26	24	+ 2
RAFT, George	26	26	-
ROBINSON, Edward G.	26	25	+ 1
ROONEY, Mickey	26	24	+ 2
CLARK, Dane	25	25	-
HAYMES, Dick	25	25	-
WALKER, Robert	25	27	- 2
HEFLIN, Van	24	24	-
LANCASTER, Burt	24	17	+ 7
O'BRIEN, Pat	24	24	-
POWELL, Dick	24	22	+ 2
BENNY, Jack	23	* (16, Spring 1946)	+ 7
CANTOR, Eddie	23	* (17, Summer 1947)	+ 6
MUNI, Paul	23	* (16, Winter 1946)	+ 7
FAIRBANKS, Douglas, Jr.	22	20	+ 2
CARMICHAEL, Hoagy	21	* (19, Autumn 1947)	+ 2
TUFTS, Sonny	21	23	- 2
POWELL, William	20	18	+ 2
SINATRA, Frank	20	23	- 3
BOYER, Charles	19	17	+ 2
BRACKEN, Eddie	19	* (18, Spring 1947)	+ 1

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* Not measured in Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SPRING 1948	REGULAR AUDIT WINTER 1947	DIFFERENCE
MARCH, Fredric	18	18	-
O'KEEFE, Dennis	18	(11, Summer 1946)*	+ 7
SCOTT, Zachary	18	16	+ 2
CUMMINGS, Robert	17	14	+ 3
WYNN, Keenan	16	(11, Summer 1946)*	+ 5
HUSTON, Walter	15	(8, Summer 1946)*	+ 7
MITCHELL, Thomas	15	(8, Summer 1946)*	+ 7
NIVEN, David	15	13	+ 2
O'CONNOR, Donald	15	14	+ 1
WOOLLEY, Monty	15	(17, Summer 1947)*	- 2
BERGEN & MC CARTHY	14	(12, Summer 1947)*	+ 2
MORGAN, Frank	14	(10, Spring 1946)*	+ 4
CONTE, Richard	13	10	+ 3
MARSHALL, Herbert	13	(12, Summer 1947)*	+ 1
ROGERS, Roy	13	13	-
LUKAS, Paul	12	(8, Summer 1947)*	+ 4
MASSEY, Raymond	12	(10, Summer 1947)*	+ 2
RUSSELL, Andy	12	(7, Summer 1946)*	+ 5
RYAN, Robert	12	8	+ 4
ARNOLD, Edward	11	(11, Autumn 1946)*	-
AYRES, Lew	11	8	+ 3
CRAIG, James	11	(12, Winter 1945)*	- 1
DAILEY, Dan, Jr.	11	8	+ 3
MC DOWALL, Roddy	11	(12, Autumn 1946)*	- 1
DURYEA, Dan	10	(11, Autumn 1947)*	- 1
STEVENS, Mark	10	15	- 5
HUTTON, Robert	9	(8, Spring 1947)*	+ 1
BEY, Turhan	8	(12, Winter 1946)*	- 4

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* Not measured in Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SPRING 1948	REGULAR AUDIT WINTER 1947	DIFFERENCE
SONS OF THE PIONEERS	8	8	-
AHERNE, Brian	7	(7, Winter 1946)*	-
COBURN, Charles	6	6	-
CRONYN, Hume	6	7	- 1
WILLIAMS, Bill	6	8	- 2
HAYES, Peter Lind	5	(3, Summer 1947)*	+ 2
KORVIN, Charles	4	(3, Spring 1947)*	+ 1
LYNN, Jeffrey	4	(5, Autumn 1947)*	- 1
O'BRIEN, Edmond	4	5	- 1
REDGRAVE, Michael	4	(2, Autumn 1947)*	+ 2
CALHERN, Louis	3	(2, Autumn 1947)*	+ 1
DALL, John	3	(2, Summer 1947)*	+ 1
GRANGER, Farley	3	(2, Autumn 1947)*	+ 1
LONG, Richard	3	(2, Summer 1947)*	+ 1
REED, Philip	3	2	+ 1
KNOWLES, Patric	2	(2, Spring 1947)*	-
NEAL, Tom	2	(4, Spring 1946)*	- 2
COCHRAN, Steve	1	(2, Summer 1947)*	- 1
KILBRIDE, Percy	1	(3, Summer 1947)*	- 2

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* Not measured in Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
ABBOTT & COSTELLO	28	Spring 1948
AGAR, John	6	Winter 1947
AHERNE, Brian	7	Spring 1948
ALBERT, Eddie	5	Spring 1947
ALLBRITTON, Louise	1	Spring 1948
ALLYSON, June	35	Spring 1948
AMECHE, Don	11	Winter 1947
AMES, Leon	2	Winter 1946
ANDREWS, Dana	40	Spring 1948
ANDREWS SISTERS	19	Winter 1947
ARNOLD, Edward	11	Spring 1948
ARTHUR, Jean	13	Spring 1948
ASTAIRE, Fred	20	Winter 1947
AUMONT, Jean Pierre	8	Winter 1946
AUTRY, Gene	12	Winter 1947
AYRES, Lew	11	Spring 1948
BACALL, Lauren	23	Spring 1948
BALL, Lucille	24	Spring 1948
BARRYMORE, Ethel	15	Winter 1947
BARRYMORE, Lionel	18	Winter 1947
BAXTER, Anne	16	Spring 1948
BEERY, Wallace	18	Winter 1947
BEL GEDDES, Barbara	4	Spring 1948
BELITA	2	Spring 1948
BENDIX, William	34	Spring 1948
BENNETT, Joan	19	Spring 1948
BENNY, Jack	23	Spring 1948
BERGEN & MC CARTHY	14	Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
BERGMAN, Ingrid	47	Spring 1948
BESSER, Joe	1	Spring 1946
BEY, Turhan	8	Spring 1948
BICKFORD, Charles	6	Autumn 1947
BLAIR, Janet	12	Winter 1947
BLONDELL, Joan	11	Spring 1948
BLYTH, Ann	8	Spring 1948
BOGART, Humphrey	47	Spring 1948
BOWMAN, Lee	6	Autumn 1947
BOYER, Charles	19	Spring 1948
BRACKEN, Eddie	19	Spring 1948
BREMER, Lucille	4	Spring 1948
BRENT, George	16	Winter 1947
BROOKS, Hazel	2	Autumn 1947
BROOKS, Leslie	4	Spring 1948
BRUCE, Nigel	6	Summer 1947
BUCHANAN, Edgar	2	Winter 1947
BURNETTE, Smiley	4	Spring 1946
CAESAR, Sid	3	Summer 1947
CAGNEY, James	33	Spring 1948
CALHERN, Louis	3	Spring 1948
CALHOUN, Rory	4	Winter 1947
CALVERT, Phyllis	2	Spring 1948
CAMERON, Rod	6	Autumn 1947
CANOVA, Judy	7	Spring 1946
CANTOR, Eddie	23	Spring 1948
CAREY, Macdonald	3	Winter 1947
CARMICHAEL, Hoagy	21	Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CARROLL, Madeleine	12	Spring 1948
CARSON, Jack	20	Winter 1947
CARTER, Janis	4	Spring 1948
CAULFIELD, Joan	21	Spring 1948
CHAPLIN, Charles	9	Winter 1947
CHAPMAN, Marguerite	5	Winter 1947
CHEVALIER, Maurice	5	Winter 1947
CLARK, Buddy	6	Winter 1947
CLARK, Dane	25	Spring 1948
COBURN, Charles	6	Spring 1948
COCHRAN, Steve	1	Spring 1948
COLBERT, Claudette	34	Spring 1948
COLMAN, Ronald	32	Spring 1948
COLONNA, Jerry	6	Spring 1946
COMO, Perry	15	Winter 1946
CONTE, Richard	13	Spring 1948
COOPER, Gary	43	Spring 1948
COOPER, Gladys	2	Spring 1948
COOPER, Jackie	12	Winter 1947
COOTE, Robert	**	Autumn 1947
COTTEN, Joseph	36	Spring 1948
COURTLAND, Jerome	2	Autumn 1947
CRAIG, James	11	Spring 1948
CRAIN, Jeanne	26	Spring 1948
CRAWFORD, Joan	30	Spring 1948
CRONYN, Hume	6	Spring 1948
CROSBY, Bing	54	Spring 1948
CROSET, Paule	2	Spring 1948

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CULVER, Roland	1	Summer 1947
CUMMINGS, Constance	1	Summer 1946
CUMMINGS, Robert	17	Spring 1948
CUMMINS, Peggy	10	Winter 1947
DAILEY, Dan, Jr.	11	Spring 1948
DALL, John	3	Spring 1948
DARNELL, Linda	18	Spring 1948
DAVIS, Bette	33	Spring 1948
DAVIS, Joan	20	Spring 1948
DAY, Dennis	14	Winter 1947
DAY, Laraine	22	Winter 1947
DE CARLO, Yvonne	13	Spring 1948
DE CORDOVA, Arturo	8	Winter 1946
DE FORE, Don	10	Summer 1947
DE HAVEN, Gloria	12	Winter 1946
DE HAVILLAND, Olivia	29	Spring 1948
DE WOLFE, Billy	22	Winter 1947
DEL RIO, Dolores	2	Summer 1947
DEVINE, Andy	5	Summer 1947
DICK, Douglas	2	Autumn 1946
DIETRICH, Marlene	9	Winter 1947
DINNING SISTERS	3	Autumn 1947
DONAT, Robert	7	Autumn 1946
DONLEVY, Brian	17	Winter 1947
DONNELL, Jeff	2	Spring 1948
DOUGLAS, Kirk	1	Spring 1947
DOUGLAS, Melvyn	11	Winter 1947
DRAKE, Alfred	1	Spring 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
DRAKE, Charles	1	Summer 1946
DRAKE, Tom	17	Autumn 1947
DREW, Ellen	4	Winter 1947
DUNNE, Irene	24	Winter 1947
DURANTE, Jimmy	26	Spring 1948
DURBIN, Deanna	18	Spring 1948
DURYEA, Dan	10	Spring 1948
DVORAK, Ann	2	Spring 1947
EDDY, Nelson	15	Summer 1947
ERROL, Leon	4	Spring 1946
FAIRBANKS, Douglas, Jr.	22	Spring 1948
FAYE, Alice	19	Spring 1948
FIELD, Betty	6	Spring 1946
FITZGERALD, Barry	30	Spring 1948
FITZGERALD, Geraldine	5	Spring 1947
FLEMING, Rhonda	1	Spring 1948
FLYNN, Errol	31	Winter 1947
FOCH, Nina	2	Spring 1948
FONDA, Henry	26	Winter 1947
FONTAINE, Joan	23	Spring 1948
FORD, Glenn	32	Winter 1947
FOSTER, Preston	9	Winter 1947
FOSTER, Susanna	10	Winter 1946
GABLE, Clark	39	Spring 1948
GARBO, Greta	8	Summer 1946
GARDNER, Ava	14	Spring 1948
GARFIELD, John	42	Spring 1948
GARLAND, Judy	29	Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
GARNER, Peggy Ann	7	Spring 1948
GARSON, Greer	33	Spring 1948
GENN, Leo	1	Autumn 1947
GLEASON, James	5	Spring 1947
GODDARD, Paulette	31	Winter 1947
GOLDWYN GIRLS	7	Autumn 1947
GOODMAN, Benny	15	Autumn 1947
GORDON, Anita	1	Summer 1947
GRABLE, Betty	35	Spring 1948
GRAHAME, Gloria	2	Spring 1948
GRANGER, Farley	3	Spring 1948
GRANGER, Stewart	1	Autumn 1946
GRANT, Cary	46	Spring 1948
GRAYSON, Kathryn	17	Spring 1948
GREENE, Richard	8	Winter 1947
GREER, Jane	5	Winter 1947
HALE, Barbara	5	Spring 1948
HALL, Jon	9	Winter 1946
HARDING, Ann	5	Spring 1946
HARDWICKE, Sir Cedric	5	Summer 1947
HARRISON, Rex	23	Winter 1947
HASSO, Signe	4	Spring 1948
HAVER, June	20	Spring 1948
HAYES, George "Gabby"	4	Spring 1946
HAYES, Peter Lind	5	Spring 1948
HAYMES, Dick	25	Spring 1948
HAYWARD, Susan	26	Spring 1948
HAYWORTH, Rita	33	Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
HEFLIN, Van	24	Spring 1948
HENDRIX, Wanda	3	Spring 1948
HENIE, Sonja	16	Winter 1947
HENREID, Paul	18	Winter 1947
HEPBURN, Katharine	21	Winter 1947
HILLER, Wendy	1	Autumn 1946
HOBSON, Valerie	2	Autumn 1946
HODIAK, John	24	Winter 1947
HOLDEN, William	11	Winter 1947
HOPE, Bob	47	Spring 1948
HORNE, Lena	9	Spring 1946
HORTON, Edward Everett	7	Winter 1947
HUNT, Marsha	6	Winter 1946
HUSTON, Walter	15	Spring 1948
HUTTON, Betty	35	Winter 1947
HUTTON, Robert	9	Spring 1948
IVES, Burl	5	Winter 1947
JARMAN, Claude, Jr.	8	Winter 1947
JEFFREYS, Anne	4	Spring 1948
JERGENS, Adele	1	Spring 1948
JOHNSON, Celia	**	Spring 1948
JOHNSON, Van	32	Spring 1948
JOLSON, Al	33	Spring 1948
JONES, Jennifer	35	Spring 1948
JOURDAN, Louis	3	Winter 1947
KARLOFF, Boris	12	Autumn 1947
KAYE, Danny	34	Spring 1948
KELLY, Gene	33	Spring 1948

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
KENNEDY, Edgar	4	Spring 1946
KERR, Deborah	14	Spring 1948
KEYES, Evelyn	10	Spring 1948
KILBRIDE, Percy	1	Spring 1948
KING, Andrea	1	Spring 1948
KINGS MEN	6	Autumn 1947
KNOWLES, Patric	2	Spring 1948
KNOX, Alexander	4	Autumn 1947
KORVIN, Charles	4	Spring 1948
LADD, Alan	47	Spring 1948
LAKE, Arthur	7	Winter 1947
LAKE, Veronica	14	Winter 1947
LAMARR, Hedy	28	Winter 1947
LAMOUR, Dorothy	23	Spring 1948
LANCASTER, Burt	24	Spring 1948
LANDIS, Carole	11	Spring 1948
LANGFORD, Frances	12	Winter 1947
LANSBURY, Angela	2	Spring 1948
LAUGHTON, Charles	13	Winter 1947
LAWFORD, Peter	21	Winter 1947
LEIGH, Vivien	17	Spring 1948
LESLIE, Joan	19	Spring 1948
LINDSAY, Margaret	2	Summer 1947
LIVESEY, Roger	1	Autumn 1946
LOCKWOOD, Margaret	2	Autumn 1946
LONG, Richard	3	Spring 1948
LOUISE, Anita	2	Spring 1948
LOY, Myrna	17	Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
LUKAS, Paul	12	Spring 1948
LUPINO, Ida	21	Winter 1947
LYNN, Diana	9	Spring 1948
LYNN, Jeffrey	4	Spring 1948
MAC DONALD, Jeanette	17	Spring 1948
MAC MURRAY, Fred	31	Winter 1947
MACREADY, George	1	Autumn 1947
MADISON, Guy	21	Winter 1947
MAIN, Marjorie	9	Spring 1948
MARCH, Fredric	18	Spring 1948
MARSHAL, Alan	3	Winter 1947
MARSHALL, Herbert	13	Spring 1948
MARTIN, Freddy, & Orchestra	12	Autumn 1947
MARTIN, Tony	9	Autumn 1947
MARX BROTHERS	16	Autumn 1947
MASON, James	20	Winter 1947
MASSEY, Raymond	12	Spring 1948
MATURE, Victor	16	Winter 1947
MAYO, Virginia	16	Winter 1947
MC ALLISTER, Lon	7	Winter 1946
MC CREA, Joel	13	Winter 1947
MC DONALD, Marie	7	Winter 1947
MC DOWALL, Roddy	11	Spring 1948
MC GUIRE, Dorothy	23	Spring 1948
MC LAGLEN, Victor	8	Winter 1947
MELCHIOR, Lauritz	11	Summer 1946
MENJOU, Adolphe	6	Winter 1947
MEREDITH, Burgess	7	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
MILLAND, Ray	38	Spring 1948
MILLER, Ann	5	Spring 1948
MILLS, John	2	Autumn 1947
MITCHELL, Thomas	15	Spring 1948
MITCHUM, Robert	36	Spring 1948
MOFFETT, Sharyn	**	Winter 1946
MONTEZ, Maria	10	Winter 1947
MONTGOMERY, Robert	26	Spring 1948
MORAN, Dolores	**	Spring 1948
MORGAN, Dennis	24	Winter 1947
MORGAN, Frank	14	Spring 1948
MORGAN, Henry	11	Winter 1947
MUNI, Paul	23	Spring 1948
MURPHY, George	16	Winter 1947
NEAGLE, Anna	3	Spring 1948
NEAL, Tom	2	Spring 1948
NIVEN, David	15	Spring 1948
OBERON, Merle	12	Spring 1948
O'BRIEN, Edmond	4	Spring 1948
O'BRIEN, Margaret	23	Spring 1948
O'BRIEN, Pat	24	Spring 1948
O'CONNOR, Donald	15	Spring 1948
O'DONNELL, Cathy	3	Spring 1948
O'HARA, Maureen	25	Spring 1948
O'KEEFE, Dennis	18	Spring 1948
OLIVIER, Sir Laurence	12	Autumn 1947
PAIGE, Janis	7	Spring 1948
PALMER, Lilli	8	Spring 1948

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
PARKER, Willard	3	Spring 1947
PARKS, Larry	32	Spring 1948
PATTEN, Luana	1	Winter 1946
PAXINOU, Katina	2	Summer 1947
PAYNE, John	24	Winter 1947
PECK, Gregory	49	Spring 1948
PETERS, Susan	20	Spring 1948
PIDGEON, Walter	36	Spring 1948
PLATT, Marc	4	Winter 1947
PORTMAN, Eric	**	Spring 1946
POWELL, Dick	24	Spring 1948
POWELL, Jane	14	Spring 1948
POWELL, William	20	Spring 1948
POWER, Tyrone	42	Spring 1948
PRESTON, Robert	7	Summer 1947
PRICE, Vincent	12	Autumn 1947
QUINN, Anthony	3	Spring 1946
RAFT, George	26	Spring 1948
RAINES, Ella	9	Spring 1948
RAINS, Claude	22	Winter 1947
RANDELL, Ron	1	Autumn 1947
RATHBONE, Basil	9	Summer 1946
RAYE, Martha	10	Winter 1947
RAYMOND, Gene	5	Winter 1946
REAGAN, Ronald	29	Spring 1948
REDGRAVE, Michael	4	Spring 1948
REED, Donna	10	Spring 1948
REED, Philip	3	Spring 1948

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
ROBINSON, Edward G.	26	Spring 1948
ROC, Patricia	1	Autumn 1946
ROGERS, Ginger	28	Spring 1948
ROGERS, Roy	13	Spring 1948
ROMAY, Lina	2	Autumn 1946
ROONEY, Mickey	26	Spring 1948
RUSSELL, Andy	12	Spring 1948
RUSSELL, Gail	14	Spring 1948
RUSSELL, Jane	18	Spring 1948
RUSSELL, Rosalind	28	Spring 1948
RYAN, Robert	12	Spring 1948
SANDERS, George	14	Winter 1947
SCOTT, Lizabeth	27	Spring 1948
SCOTT, Martha	7	Winter 1947
SCOTT, Randolph	27	Spring 1948
SCOTT, Zachary	18	Spring 1948
SHERIDAN, Ann	29	Spring 1948
SHIRLEY, Anne	7	Spring 1948
SHORE, Dinah	14	Spring 1948
SIDNEY, Sylvia	8	Winter 1947
SIMMONS, Jean	1	Autumn 1946
SINATRA, Frank	20	Spring 1948
SINGLETON, Penny	11	Spring 1948
SKELTON, Red	32	Spring 1948
SLEZAK, Walter	4	Spring 1947
SMITH, Alexis	16	Spring 1948
SMITH, Kent	4	Summer 1947
SONS OF THE PIONEERS	8	Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
SOTHERN, Ann	19	Spring 1948
STACK, Robert	3	Spring 1947
STAFFORD, Jo	5	Summer 1946
STANWYCK, Barbara	36	Spring 1948
STARRETT, Charles	5	Winter 1947
STEVENS, Mark	10	Spring 1948
STEWART, James	42	Spring 1948
STONE, Lewis	6	Autumn 1946
STORM, Gale	4	Summer 1946
SULLIVAN, Barry	5	Winter 1946
TAMIROFF, Akim	6	Spring 1947
TAYLOR, Elizabeth	17	Spring 1948
TAYLOR, Robert	33	Spring 1948
TEMPLE, Shirley	27	Spring 1948
TERRY, Phillip	3	Spring 1946
TETZEL, Joan	1	Spring 1948
TIERNEY, Gene	29	Spring 1948
TIERNEY, Lawrence	7	Winter 1947
TODD, Ann E.	5	Spring 1948
TONE, Franchot	14	Winter 1947
TOTTER, Audrey	8	Spring 1948
TRACY, Spencer	42	Spring 1948
TRAVERS, Henry	1	Spring 1947
TREVOR, Claire	7	Spring 1947
TUFTS, Sonny	21	Spring 1948
TURNER, Lana	33	Spring 1948
TYLER, Beverly	5	Spring 1948
VALLI	3	Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
VERA-ELLEN	5	Spring 1948
WALKER, Robert	25	Spring 1948
WARING, Fred, & Pennsylvanians	11	Autumn 1947
WARRICK, Ruth	4	Autumn 1947
WAYNE, John	29	Spring 1948
WELLES, Orson	16	Autumn 1947
WILDE, Cornel	31	Spring 1948
WILLIAMS, Bill	6	Spring 1948
WILLIAMS, Esther	37	Spring 1948
WINNINGER, Charles	3	Summer 1947
WOOLLEY, Monty	15	Spring 1948
WRIGHT, Teresa	16	Spring 1948
WYMAN, Jane	21	Spring 1948
WYNN, Keenan	16	Spring 1948
YOUNG, Loretta	28	Spring 1948
YOUNG, Robert	28	Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns under 100,000 who on the average pay 50 cents or more. This group *as a whole* pays an *average* price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers, which means that the Upper Price Audit consists of movie-goers, who on the average are older than people in the total audience. This in turn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT SPRING 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
BERGMAN, Ingrid	50	47	+ 3
JONES, Jennifer	38	35	+ 3
STANWYCK, Barbara	37	36	+ 1
DAVIS, Bette	36	33	+ 3
COLBERT, Claudette	35	34	+ 1
GARSON, Greer	35	33	+ 2
WILLIAMS, Esther	35	37	- 2
ALLYSON, June	33	35	- 2
TURNER, Lana	33	33	-
GRABLE, Betty	32	35	- 3
CRAWFORD, Joan	31	30	+ 1
DE HAVILLAND, Olivia	31	29	+ 2
HAYWORTH, Rita	31	33	- 2
RUSSELL, Rosalind	30	28	+ 2
TIERNEY, Gene	30	29	+ 1
YOUNG, Loretta	29	28	+ 1
SHERIDAN, Ann	28	29	- 1
ROGERS, Ginger	27	28	- 1
GARLAND, Judy	26	29	- 3
HAYWARD, Susan	26	26	-
SCOTT, Lizabeth	26	27	- 1
CRAIN, Jean	25	26	- 1
MC GUIRE, Dorothy	25	23	+ 2
O'HARA, Maureen	25	25	-
FONTAINE, Joan	24	23	+ 1
BACALL, Lauren	23	23	-
BALL, Lucille	22	24	- 2
CAULFIELD, Joan	22	21	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT SPRING 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
O'BRIEN, Margaret	22	23	- 1
TEMPLE, Shirley	22	27	- 5
WYMAN, Jane	22	21	+ 1
LAMOUR, Dorothy	20	23	- 3
PETERS, Susan	20	20	-
DARNELL, Linda	19	18	+ 1
DAVIS, Joan	19	20	- 1
LEIGH, Vivien	19	17	+ 2
BENNETT, Joan	18	19	- 1
GRAYSON, Kathryn	18	17	+ 1
HAVER, June	18	20	- 2
LESLIE, Joan	18	19	- 1
RUSSELL, Jane	18	18	-
FAYE, Alice	17	19	- 2
MAC DONALD, Jeanette	17	17	-
SOTHERN, Ann	17	19	- 2
TAYLOR, Elizabeth	17	17	-
DURBIN, Deanna	16	18	- 2
WRIGHT, Teresa	16	16	-
ARTHUR, Jean	15	13	+ 2
BAXTER, Anne	15	16	- 1
KERR, Deborah	15	14	+ 1
SMITH, Alexis	15	16	- 1
OBERON, Merle	14	12	+ 2
RUSSELL, Gail	14	14	-
DE CARLO, Yvonne	13	13	-
GARDNER, Ava	13	14	- 1
CARROLL, Madeleine	12	12	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT SPRING 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
SHORE, Dinah	12	14	- 2
KEYES, Evelyn	11	10	+ 1
REED, Donna	11	10	+ 1
LANDIS, Carole	10	11	- 1
PALMER, Lilli	10	8	+ 2
RAINES, Ella	10	9	+ 1
BLONDELL, Joan	9	11	- 2
MAIN, Marjorie	9	9	-
POWELL, Jane	9	14	- 5
BLYTH, Ann	8	8	-
LYNN, Diana	8	9	- 1
TOTTER, Audrey	8	8	-
PAIGE, Janis	7	7	-
SINGLETON, Penny	7	11	- 4
GARNER, Peggy Ann	6	7	- 1
MILLER, Ann	6	5	+ 1
BEL GEDDES, Barbara	5	4	+ 1
BROOKS, Leslie	5	4	+ 1
SHIRLEY, Anne	5	7	- 2
TODD, Ann E.	5	5	-
TYLER, Beverly	5	5	-
VERA-ELLEN	5	5	-
BREMER, Lucille	4	4	-
CARTER, Janis	4	4	-
HALE, Barbara	4	5	- 1
HASSO, Signe	4	4	-
JEFFREYS, Anne	4	4	-
NEAGLE, Anna	4	3	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT SPRING 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
HENDRIX, Wanda	3	3	-
O'DONNELL, Cathy	3	3	-
BELITA	2	2	-
CALVERT, Phyllis	2	2	-
COOPER, Gladys	2	2	-
CROSET, Paule	2	2	-
DONNELL, Jeff	2	2	-
FOCH, Nina	2	2	-
GRAHAME, Gloria	2	2	-
LANSBURY, Angela	2	2	-
LOUISE, Anita	2	2	-
ALLBRITTON, Louise	1	1	-
FLEMING, Rhonda	1	1	-
JERGENS, Adele	1	1	-
KING, Andrea	1	1	-
TETZEL, Joan	1	1	-
JOHNSON, Celia	**	**	-
MORAN, Dolores	**	**	-

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT SPRING 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
CROSBY, Bing	53	54	- 1
PECK, Gregory	51	49	+ 2
GRANT, Cary	47	46	+ 1
HOPE, Bob	45	47	- 2
TRACY, Spencer	45	42	+ 3
BOGART, Humphrey	44	47	- 3
STEWART, James	44	42	+ 2
COOPER, Gary	43	43	-
LADD, Alan	43	47	- 4
GARFIELD, John	41	42	- 1
POWER, Tyrone	41	42	- 1
ANDREWS, Dana	40	40	-
MILLAND, Ray	40	38	+ 2
PIDGEON, Walter	38	36	+ 2
COTTEN, Joseph	37	36	+ 1
GABLE, Clark	37	39	- 2
MITCHUM, Robert	36	36	-
BENDIX, William	34	34	-
COLMAN, Ronald	34	32	+ 2
KELLY, Gene	34	33	+ 1
KAYE, Danny	33	34	- 1
TAYLOR, Robert	33	33	-
CAGNEY, James	32	33	- 1
WILDE, Cornel	32	31	+ 1
FITZGERALD, Barry	31	30	+ 1
JOLSON, Al	31	33	- 2
PARKS, Larry	31	32	- 1
REAGAN, Ronald	30	29	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT SPRING 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
JOHNSON, Van	28	32	- 4
MONTGOMERY, Robert	27	26	+ 1
WAYNE, John	27	29	- 2
YOUNG, Robert	27	28	- 1
HEFLIN, Van	26	24	+ 2
CLARK, Dane	25	25	-
ROBINSON, Edward G.	25	26	- 1
SKELTON, Red	25	32	- 7
LANCASTER, Burt	24	24	-
MUNI, Paul	24	23	+ 1
RAFT, George	24	26	- 2
SCOTT, Randolph	24	27	- 3
WALKER, Robert	24	25	- 1
DURANTE, Jimmy	23	26	- 3
ROONEY, Mickey	23	26	- 3
ABBOTT & COSTELLO	22	28	- 6
CARMICHAEL, Hoagy	22	21	+ 1
FAIRBANKS, Douglas, Jr.	22	22	-
HAYMES, Dick	22	25	- 3
O'BRIEN, Pat	22	24	- 2
POWELL, Dick	22	24	- 2
POWELL, William	22	20	+ 2
BENNY, Jack	20	23	- 3
CANTOR, Eddie	20	23	- 3
SINATRA, Frank	20	20	-
BOYER, Charles	19	19	-
MARCH, Fredric	19	18	+ 1
SCOTT, Zachary	19	18	+ 1

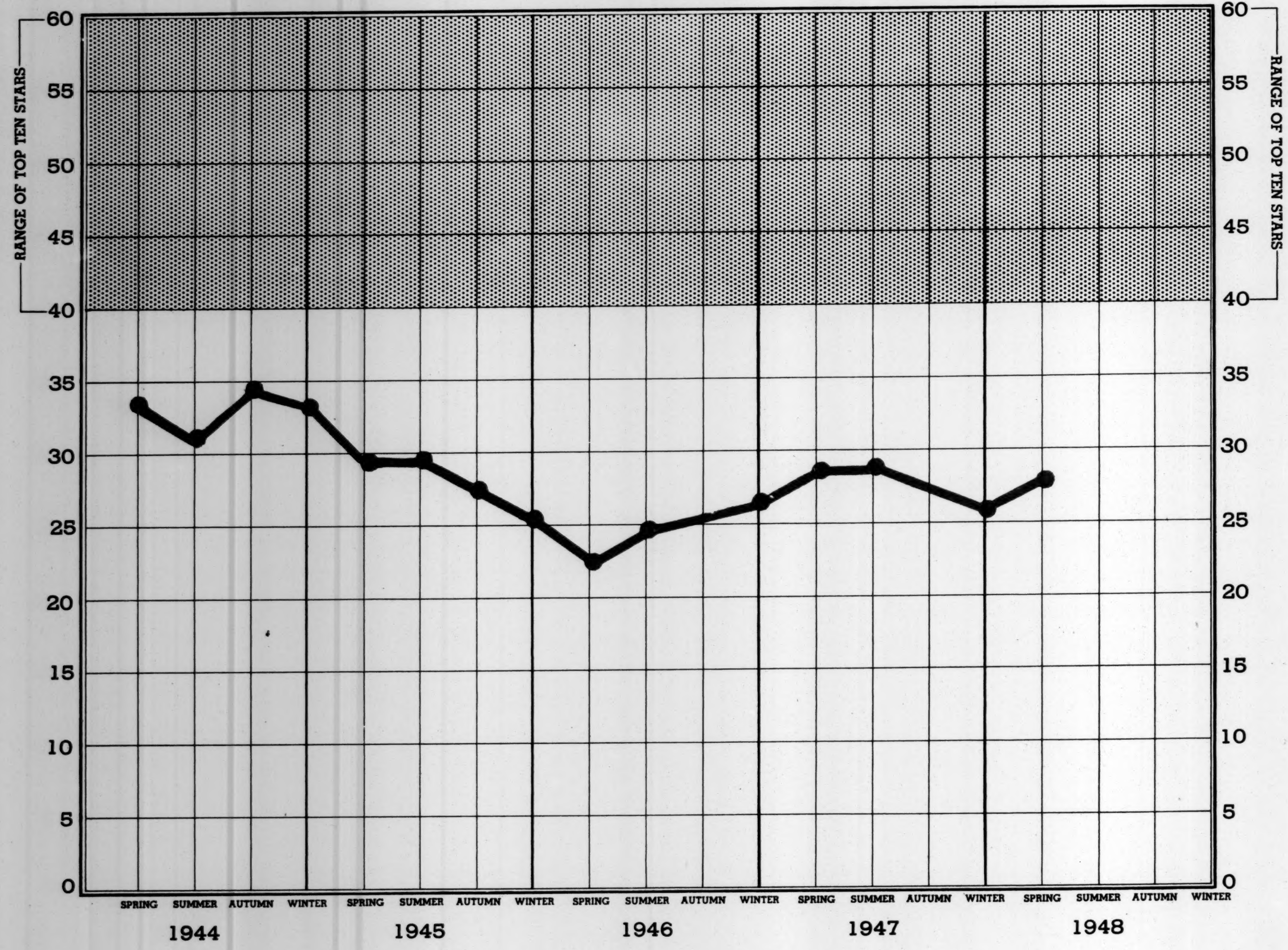
CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT SPRING 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
TUFTS, Sonny	19	21	- 2
BRACKEN, Eddie	17	19	- 2
CUMMINGS, Robert	17	17	-
HUSTON, Walter	17	15	+ 2
NIVEN, David	17	15	+ 2
WYNN, Keenan	17	16	+ 1
O'KEEFE, Dennis	16	18	- 2
WOOLLEY, Monty	16	15	+ 1
CONTE, Richard	14	13	+ 1
LUKAS, Paul	14	12	+ 2
MARSHALL, Herbert	14	13	+ 1
MITCHELL, Thomas	14	15	- 1
O'CONNOR, Donald	14	15	- 1
MASSEY, Raymond	13	12	+ 1
MORGAN, Frank	13	14	- 1
RYAN, Robert	13	12	+ 1
ARNOLD, Edward	12	11	+ 1
AYRES, Lew	12	11	+ 1
DAILEY, Dan, Jr.	12	11	+ 1
BERGEN & MC CARTHY	11	14	- 3
CRAIG, James	11	11	-
DURYEA, Dan	10	10	-
RUSSELL, Andy	10	12	- 2
BEY, Turhan	9	8	+ 1
MC DOWALL, Roddy	9	11	- 2
ROGERS, Roy	9	13	- 4
STEVENS, Mark	9	10	- 1
AHERNE, Brian	8	7	+ 1

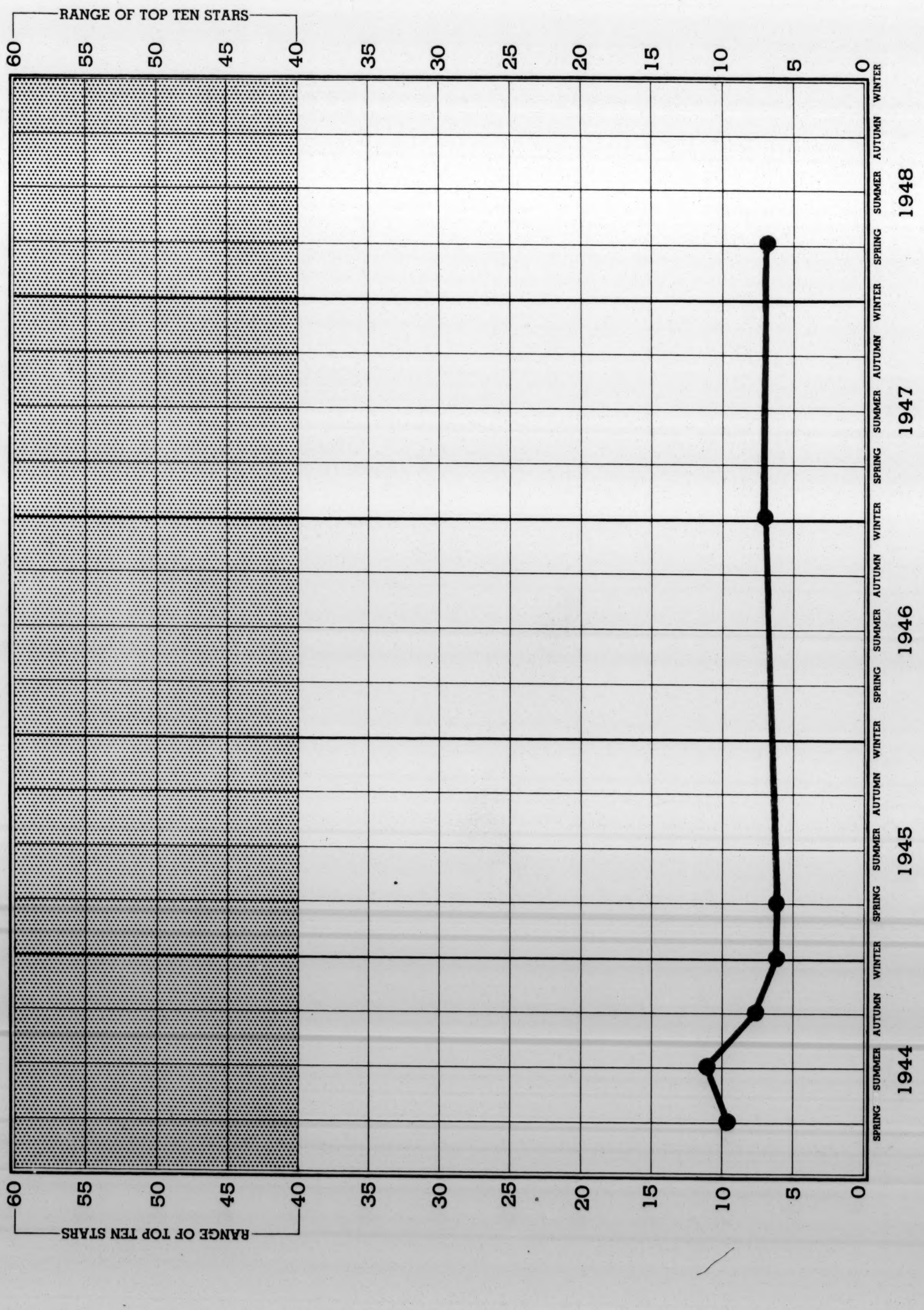
CONTINUING AUDIT OF MARQUEE VALUES

ACTORS,	UPPER PRICE AUDIT SPRING 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
COBURN, Charles	6	6	-
CRONYN, Hume	6	6	-
HUTTON, Robert	6	9	- 3
WILLIAMS, Bill	6	6	-
HAYES, Peter Lind	5	5	-
KORVIN, Charles	4	4	-
LYNN, Jeffrey	4	4	-
O'BRIEN, Edmond	4	4	-
REDGRAVE, Michael	4	4	-
SONS OF THE PIONEERS	4	8	- 4
CALHERN, Louis	3	3	-
DALL, John	3	3	-
GRANGER, Farley	3	3	-
LONG, Richard	3	3	-
REED, Philip	3	3	-
KNOWLES, Patric	2	2	-
COCHRAN, Steve	1	1	-
KILBRIDE, Percy	1	1	-
NEAL, Tom	1	2	- 1

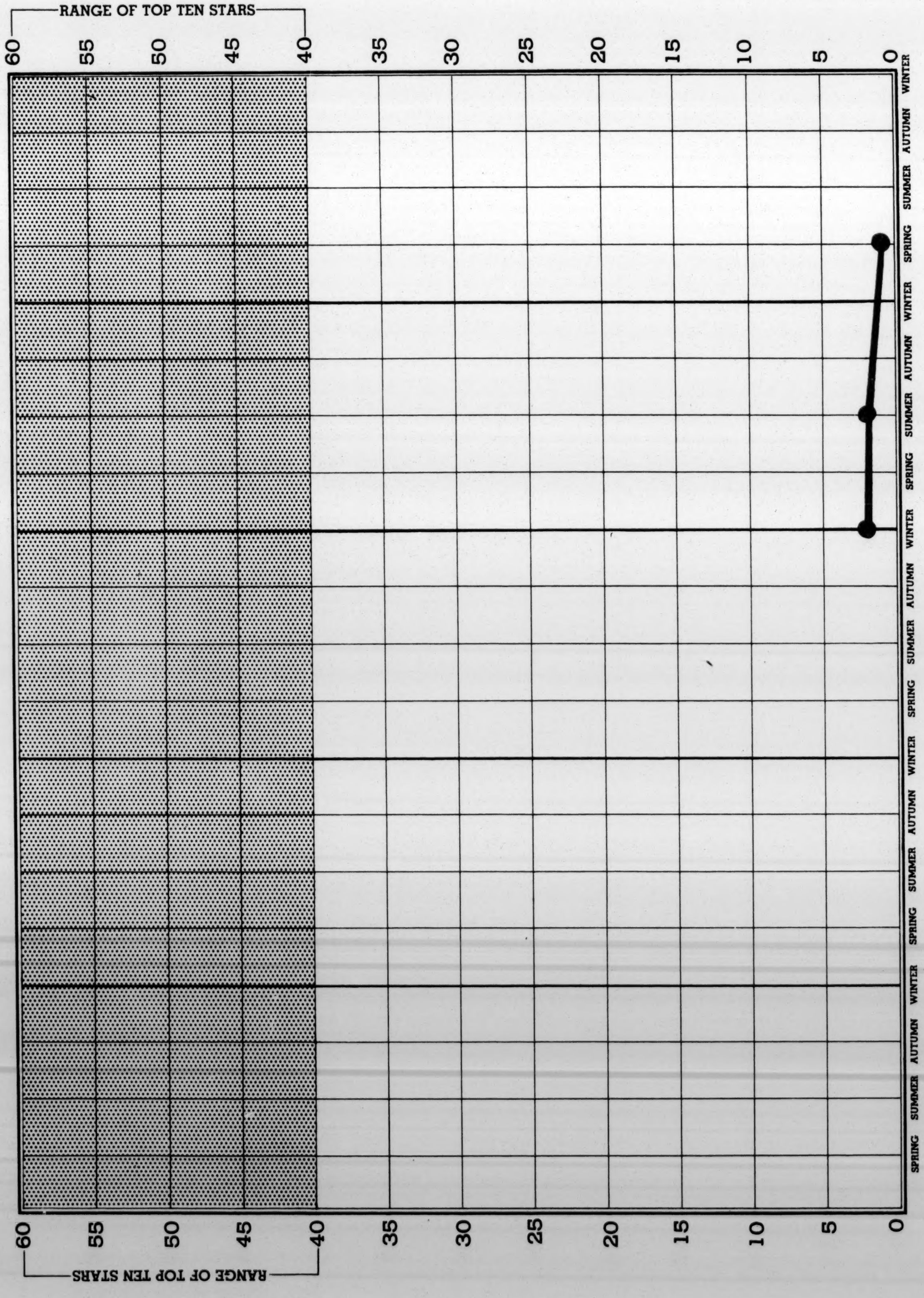
ABBOTT & COSTELLO



Brian **AHERNE**



Louise **ALLBRITTON**



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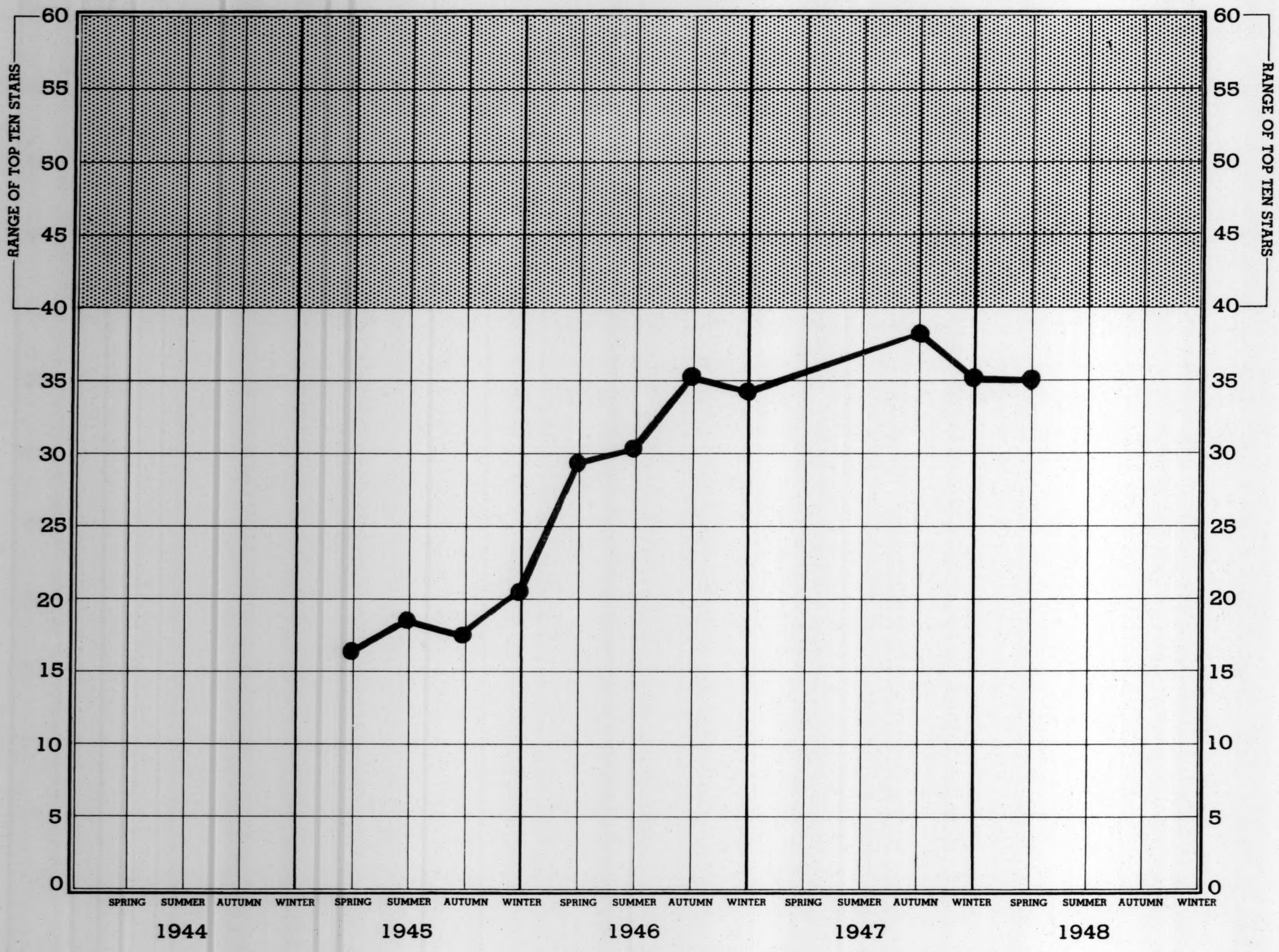

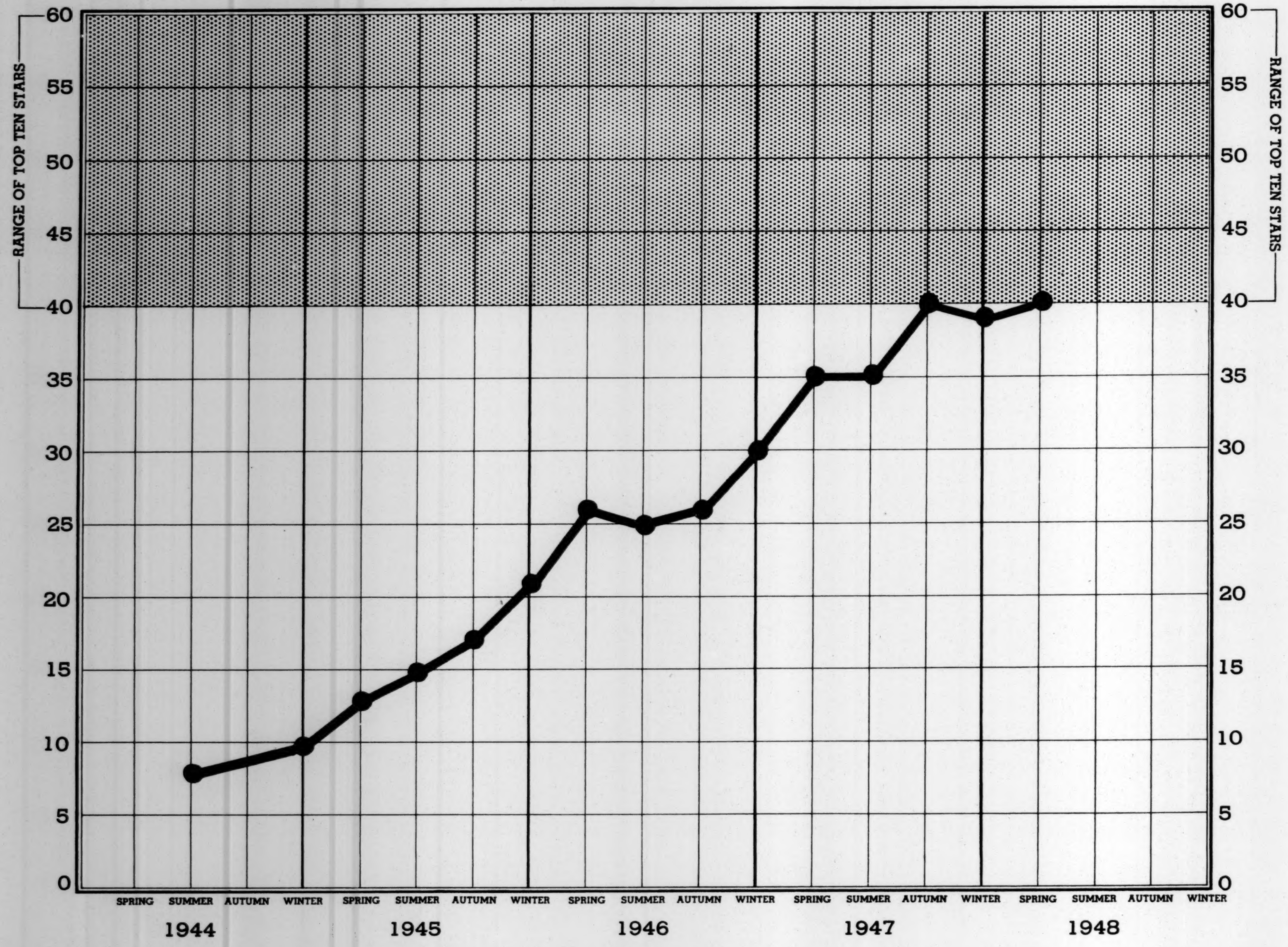

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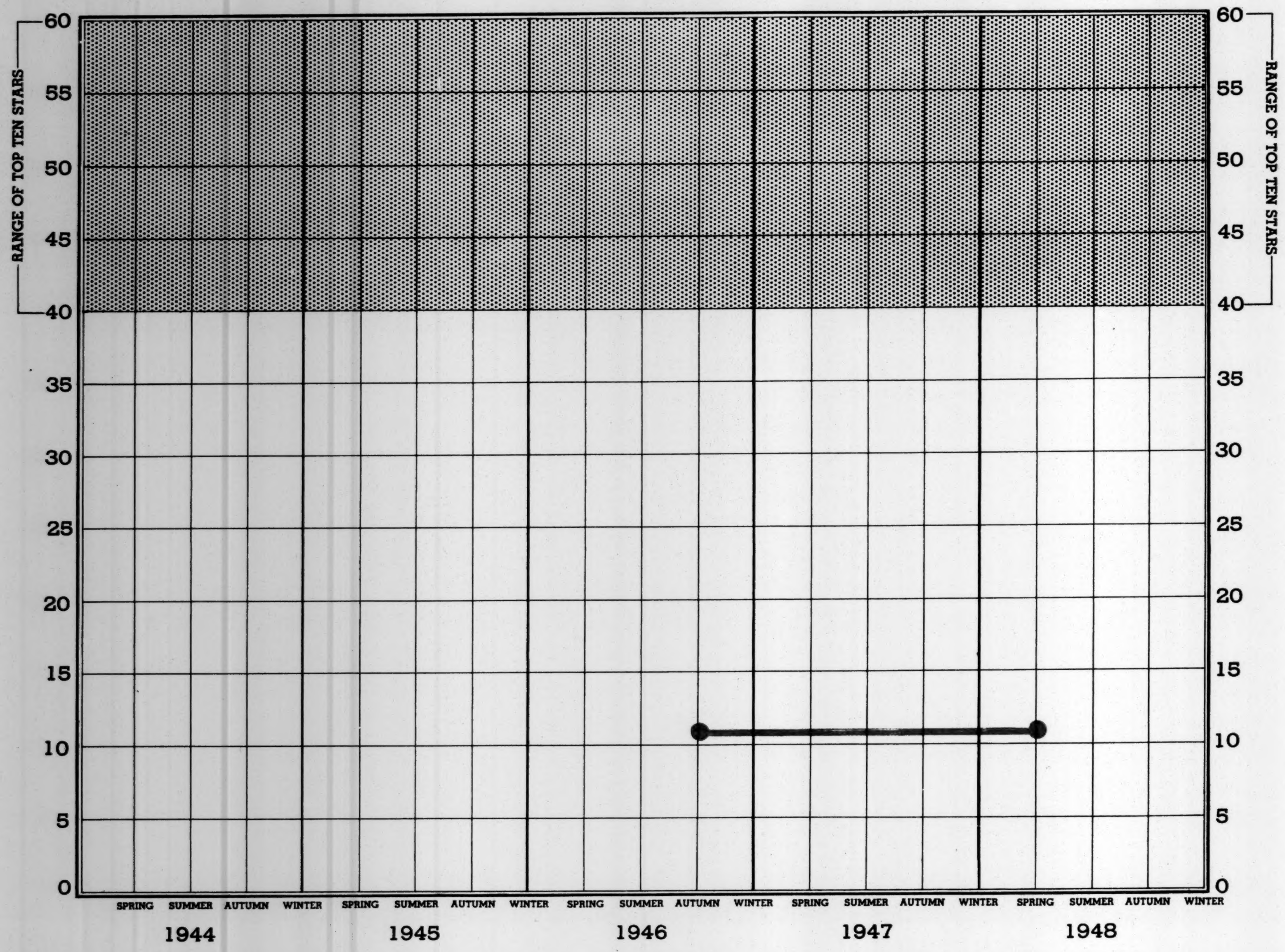

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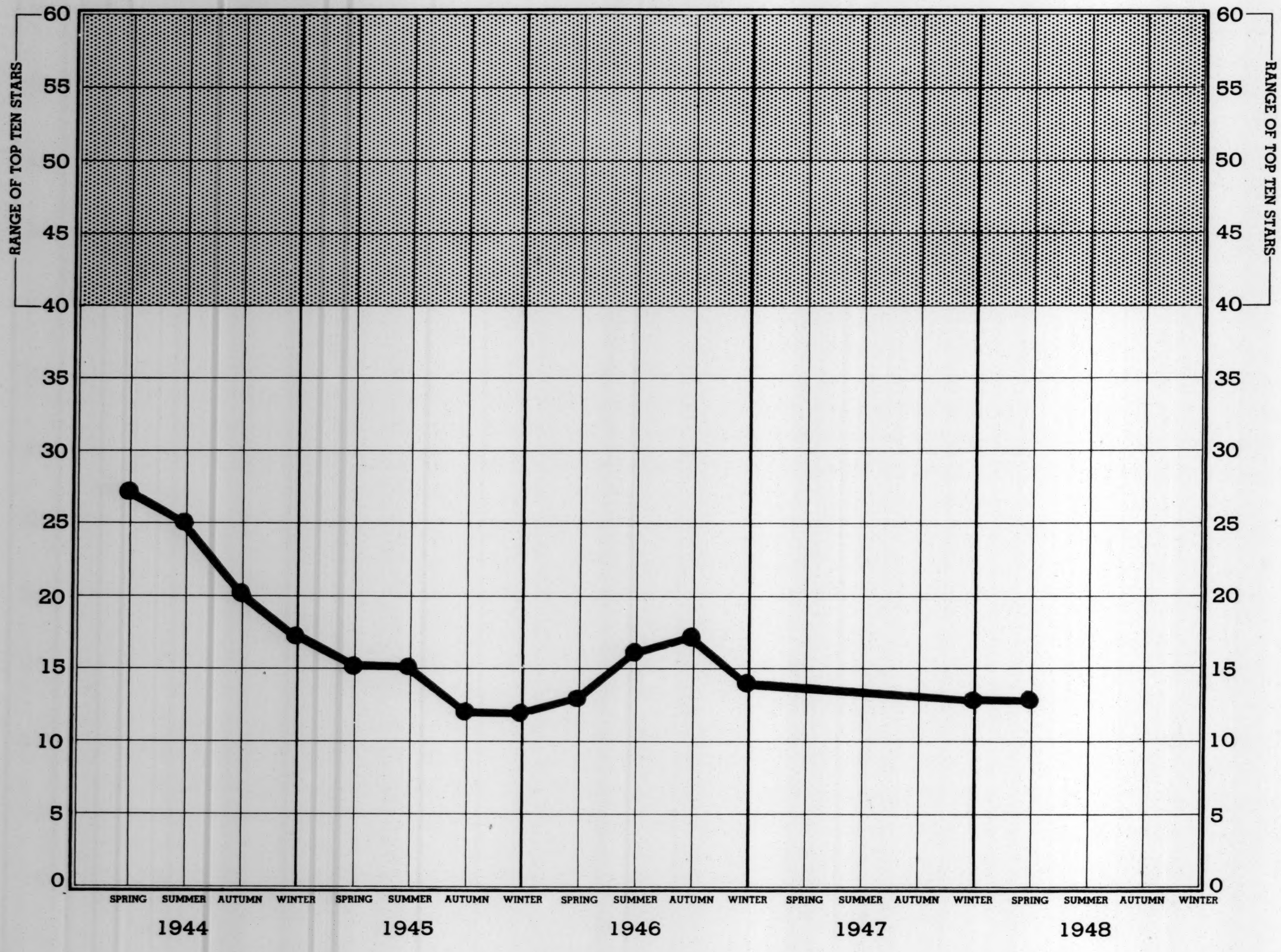
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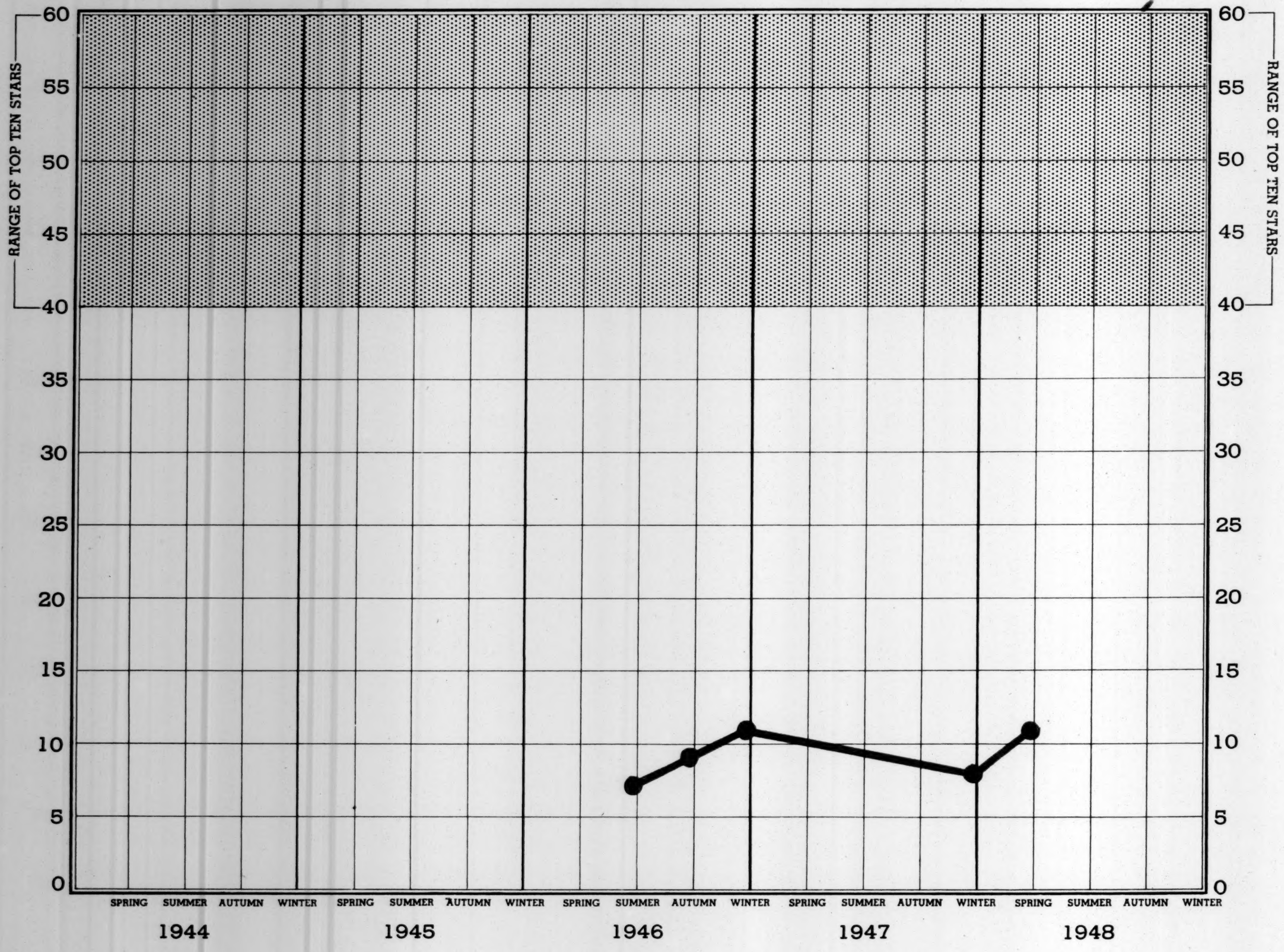
Jean ARTHUR

Lew AYRES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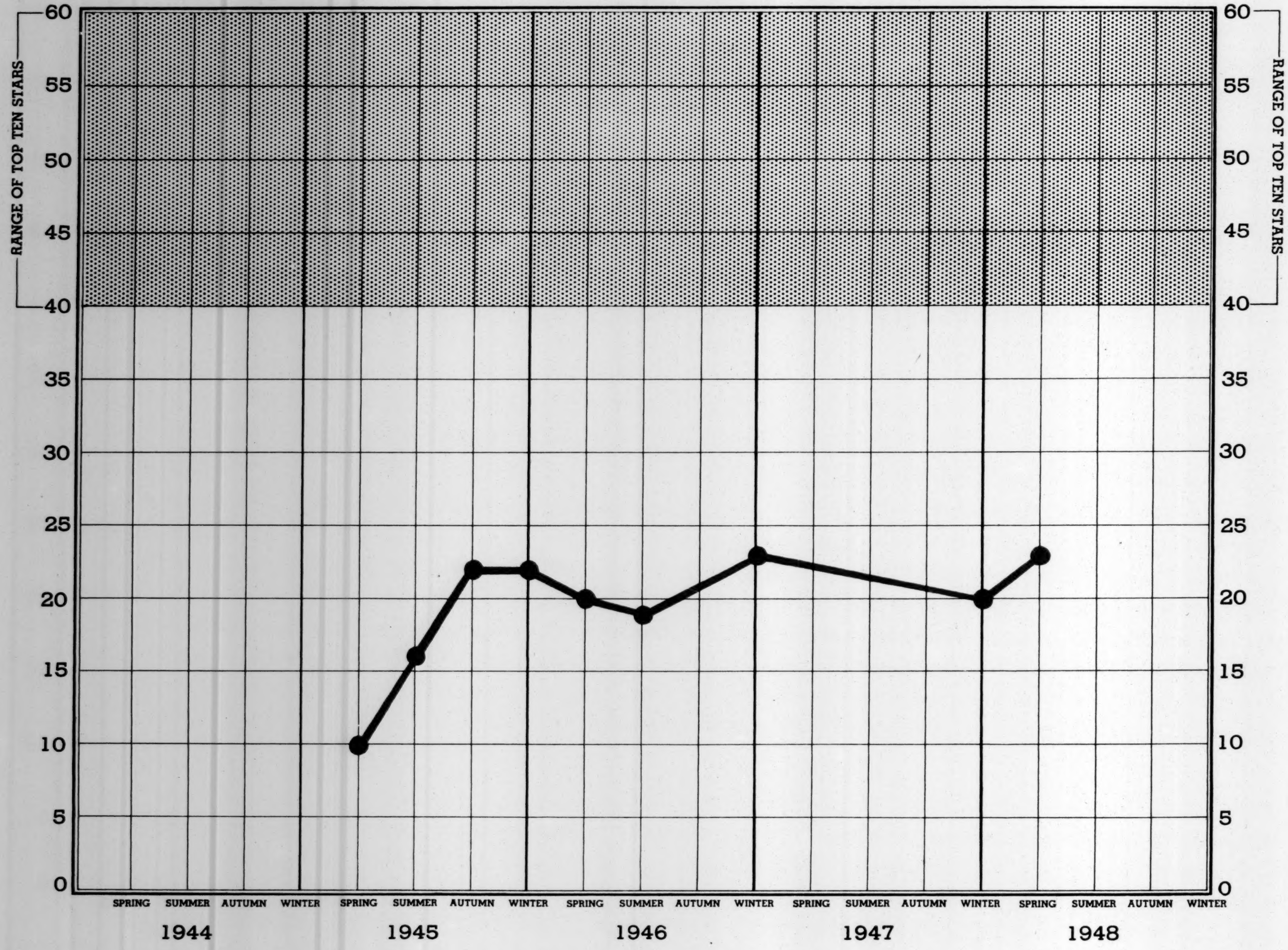
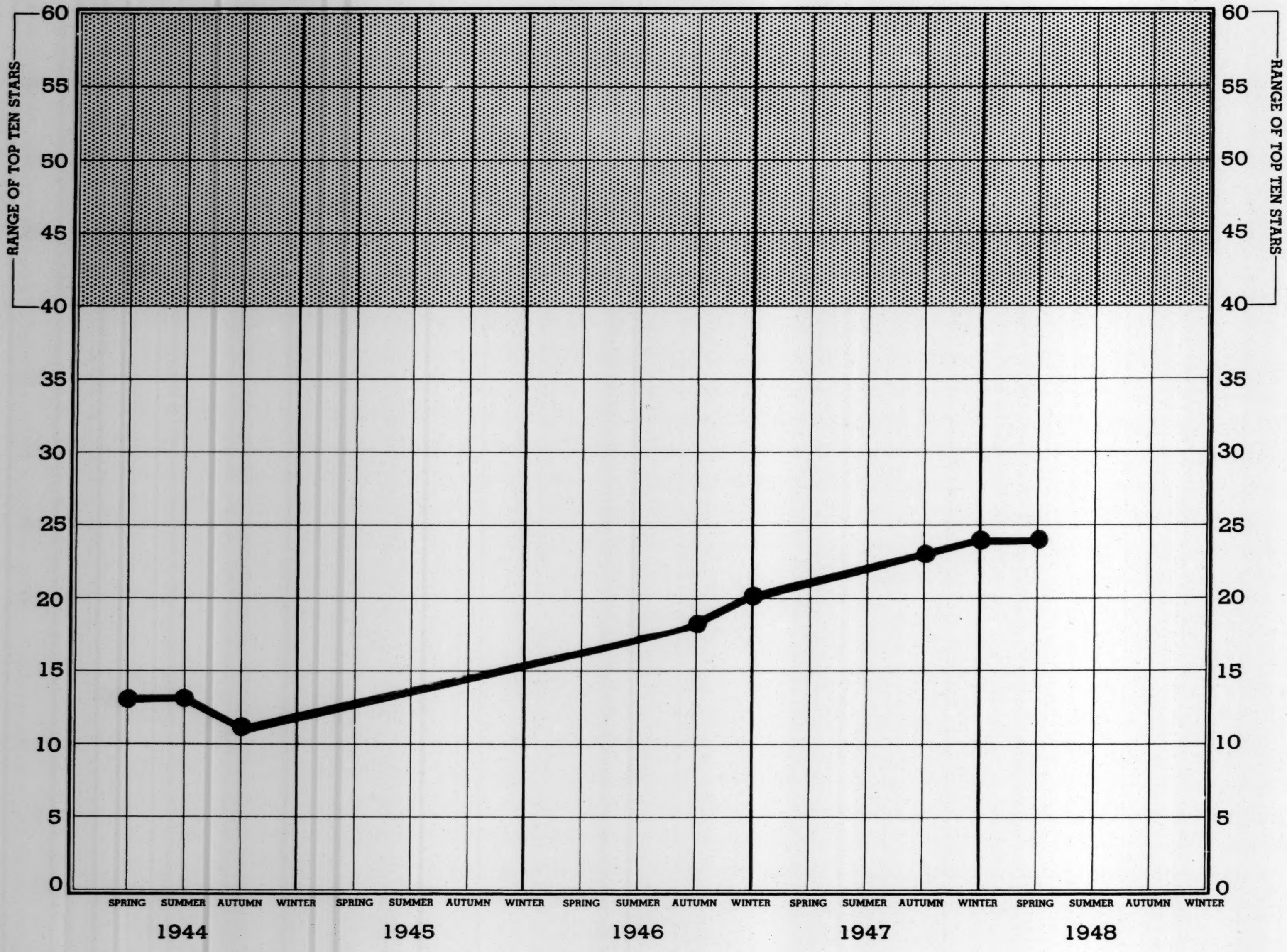
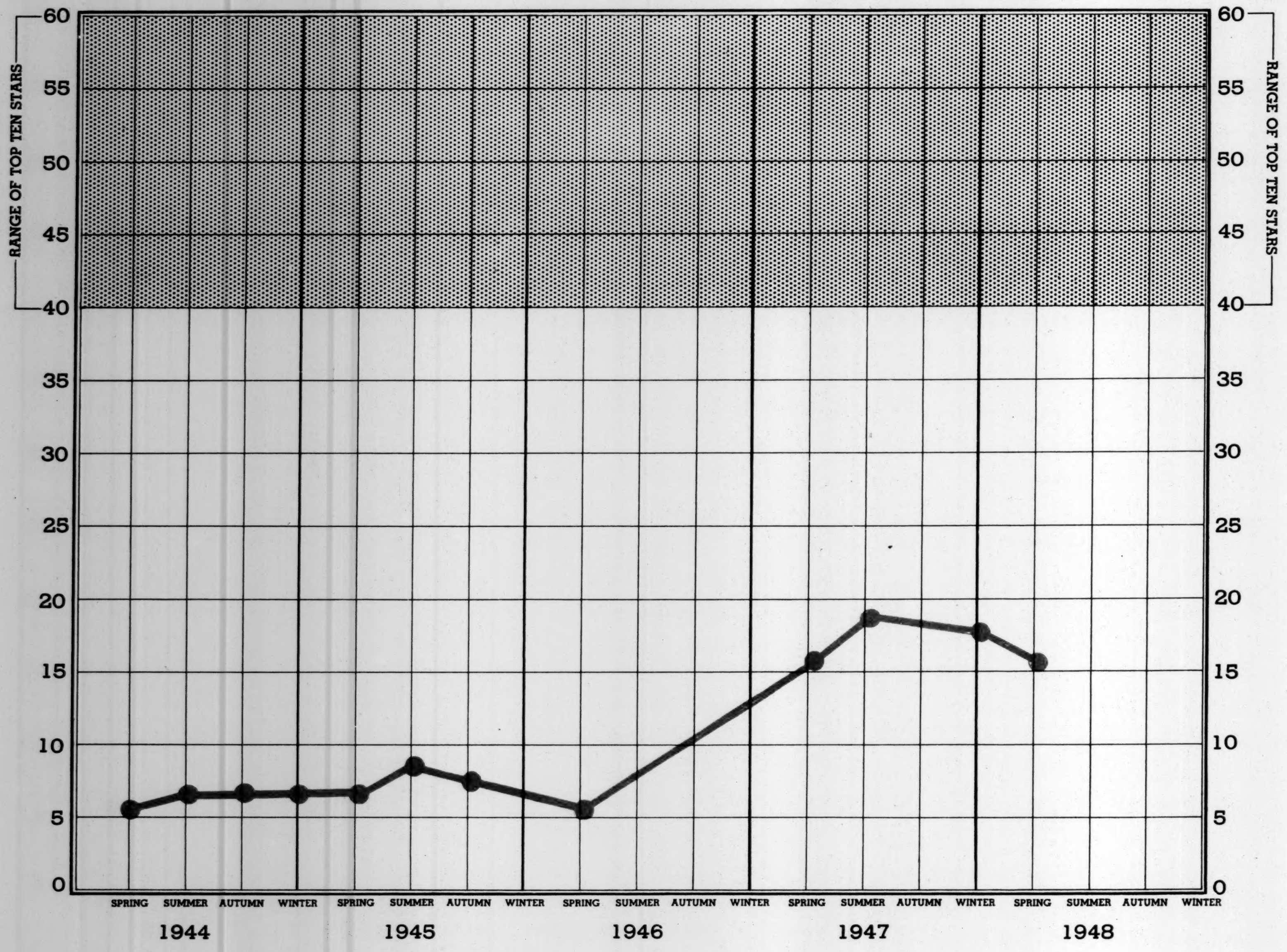
Lauren BACALL



Lucille BALL



Anne BAXTER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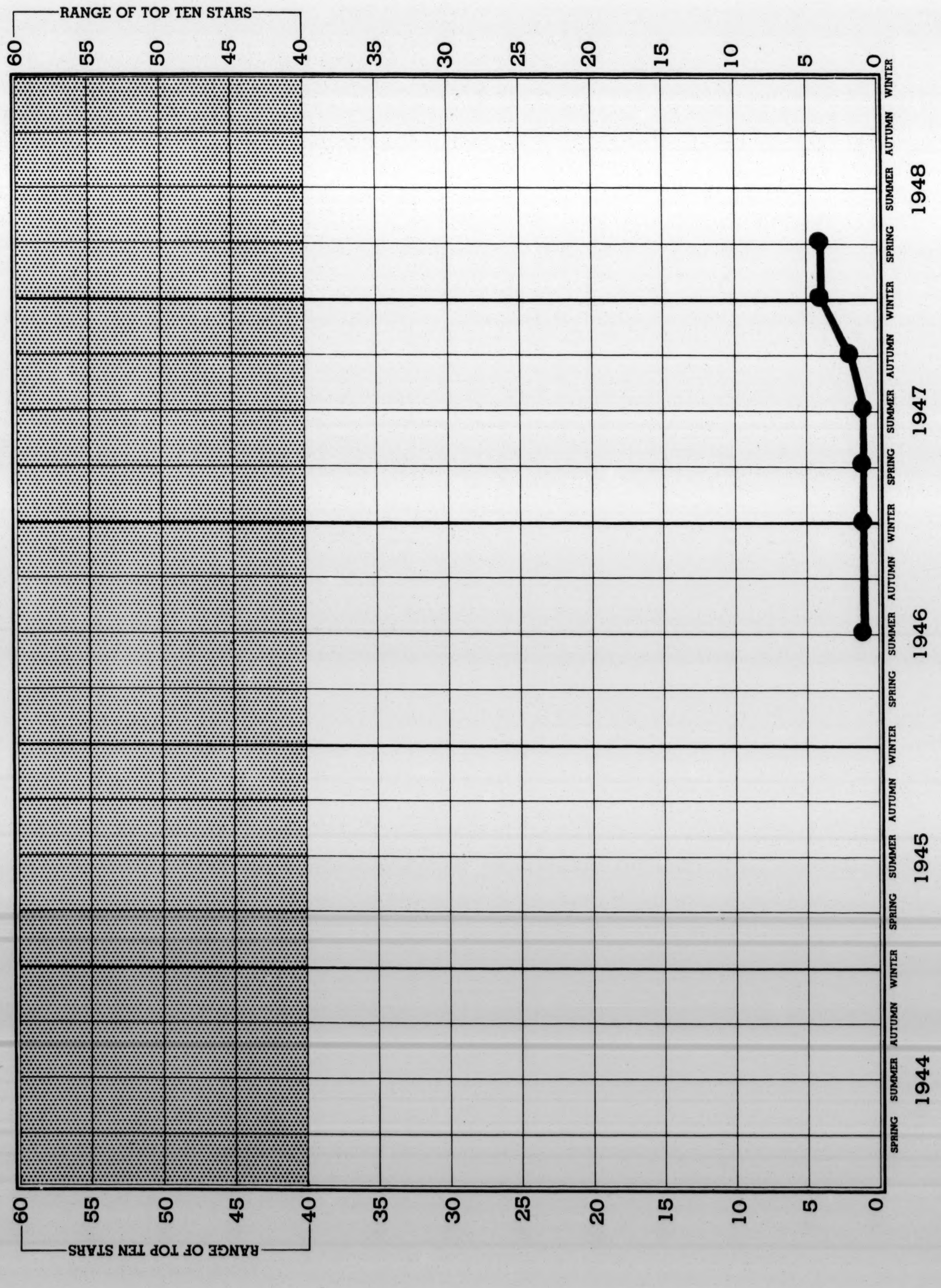
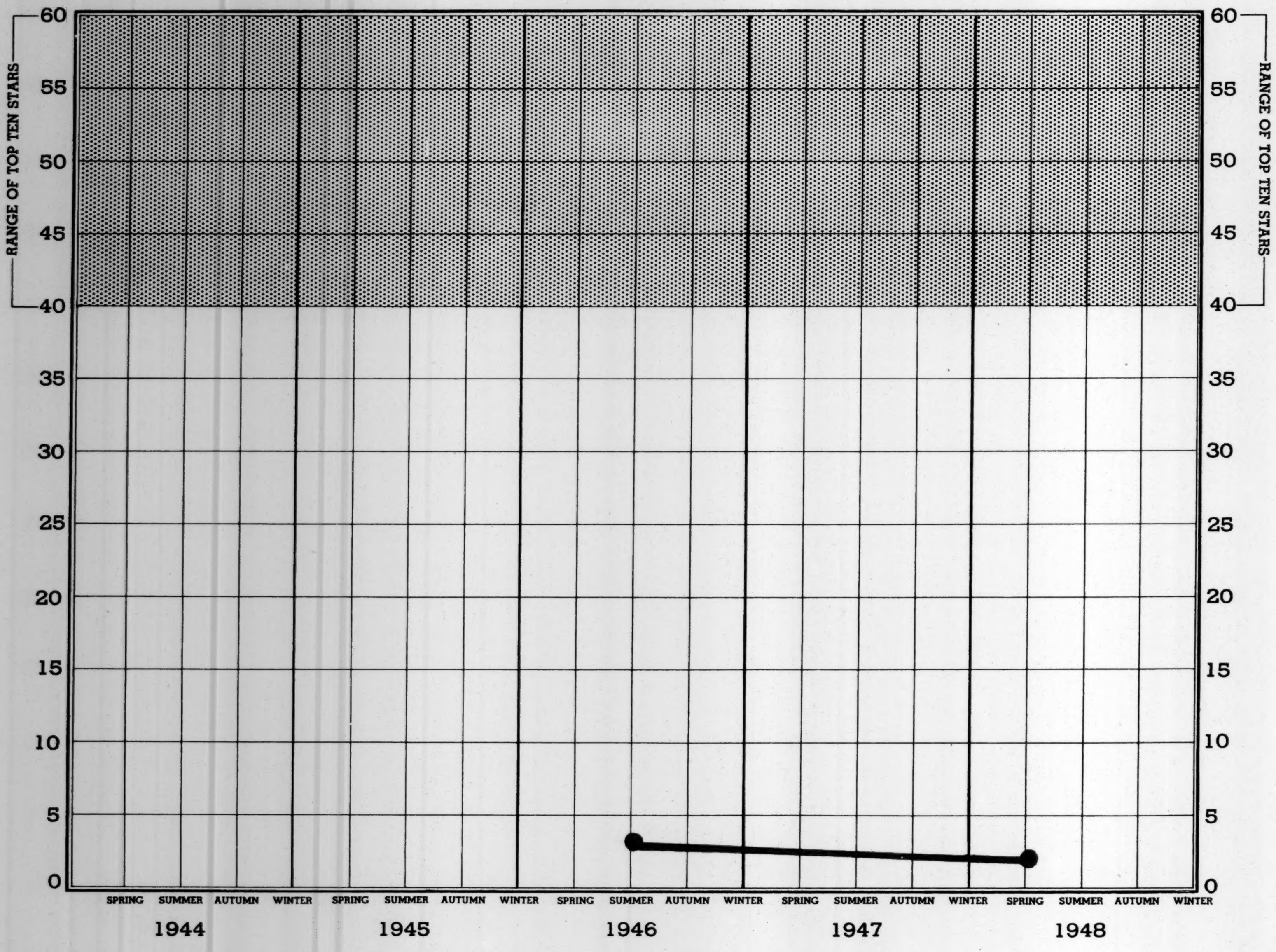
Barbara BEL GEDDES



BELITA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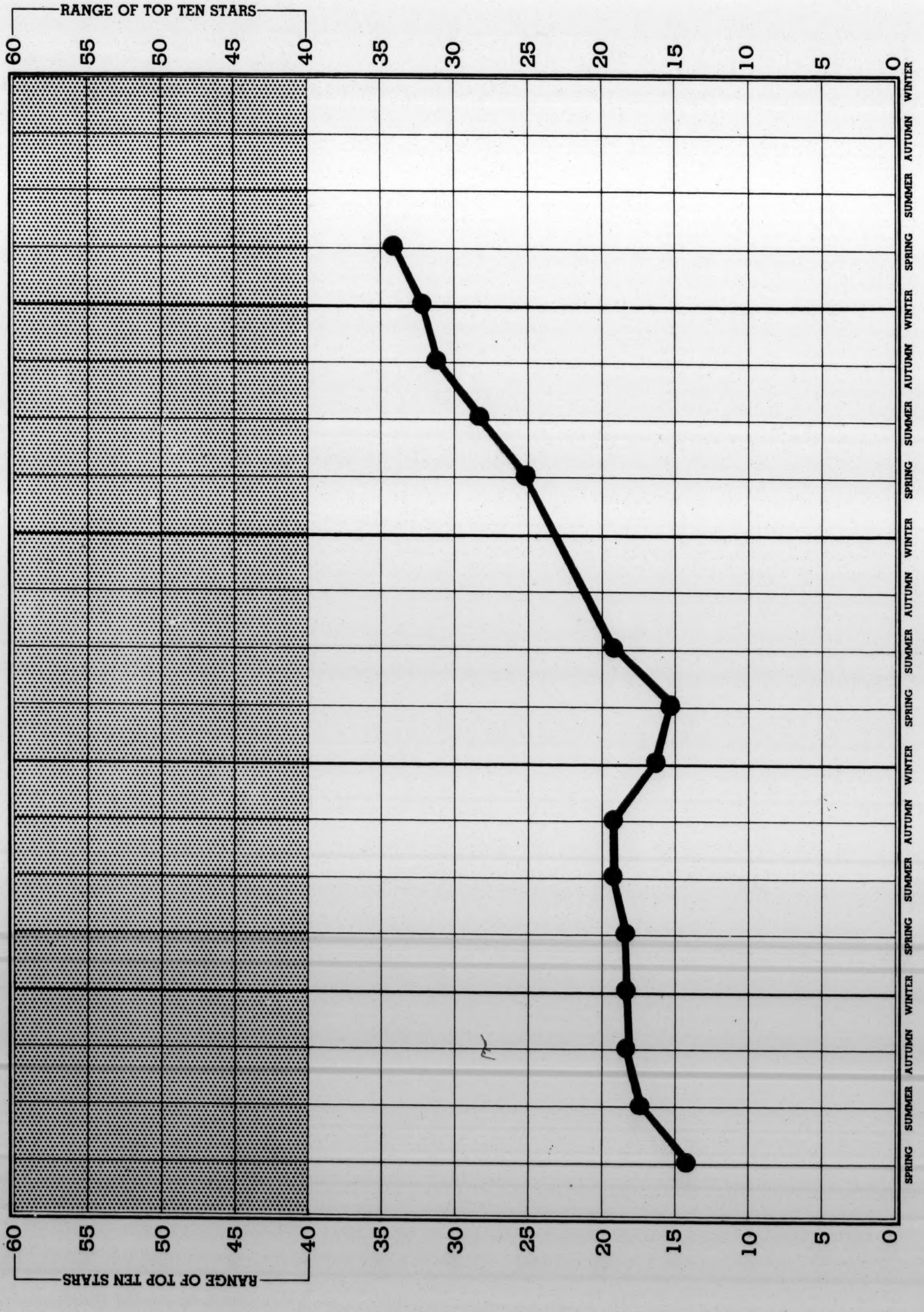
William BENDIX



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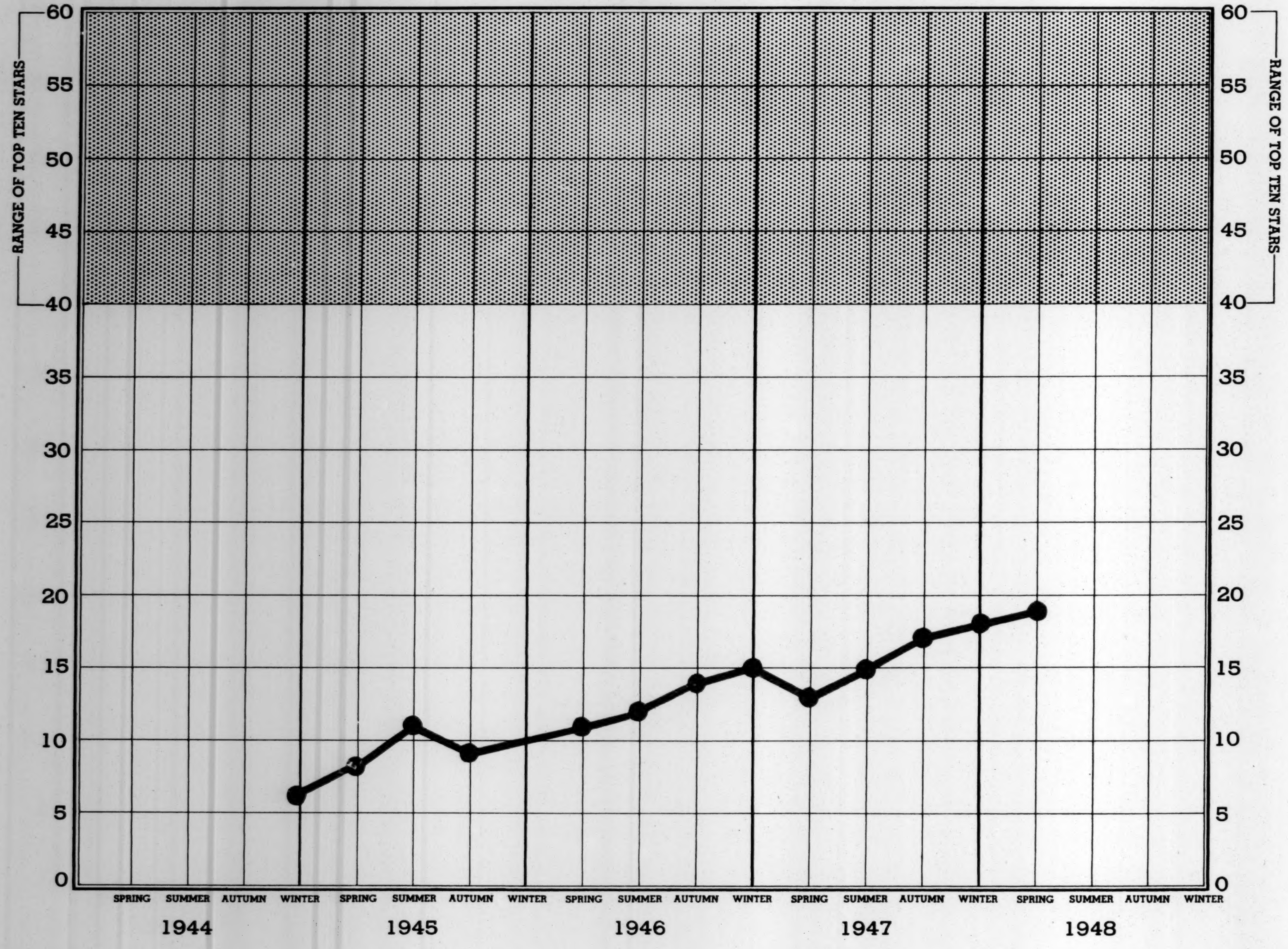
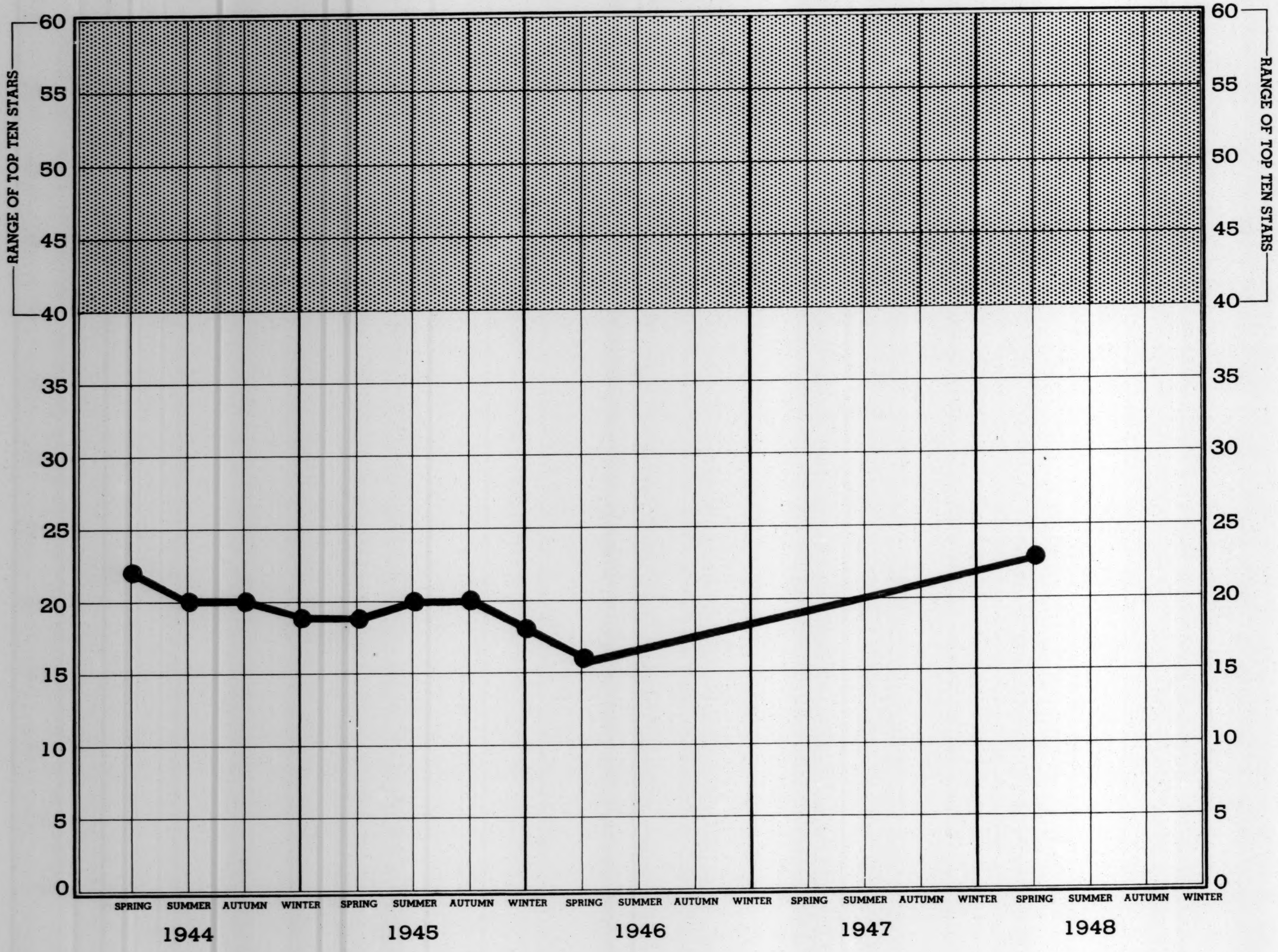
Joan BENNETT



Jack BENNY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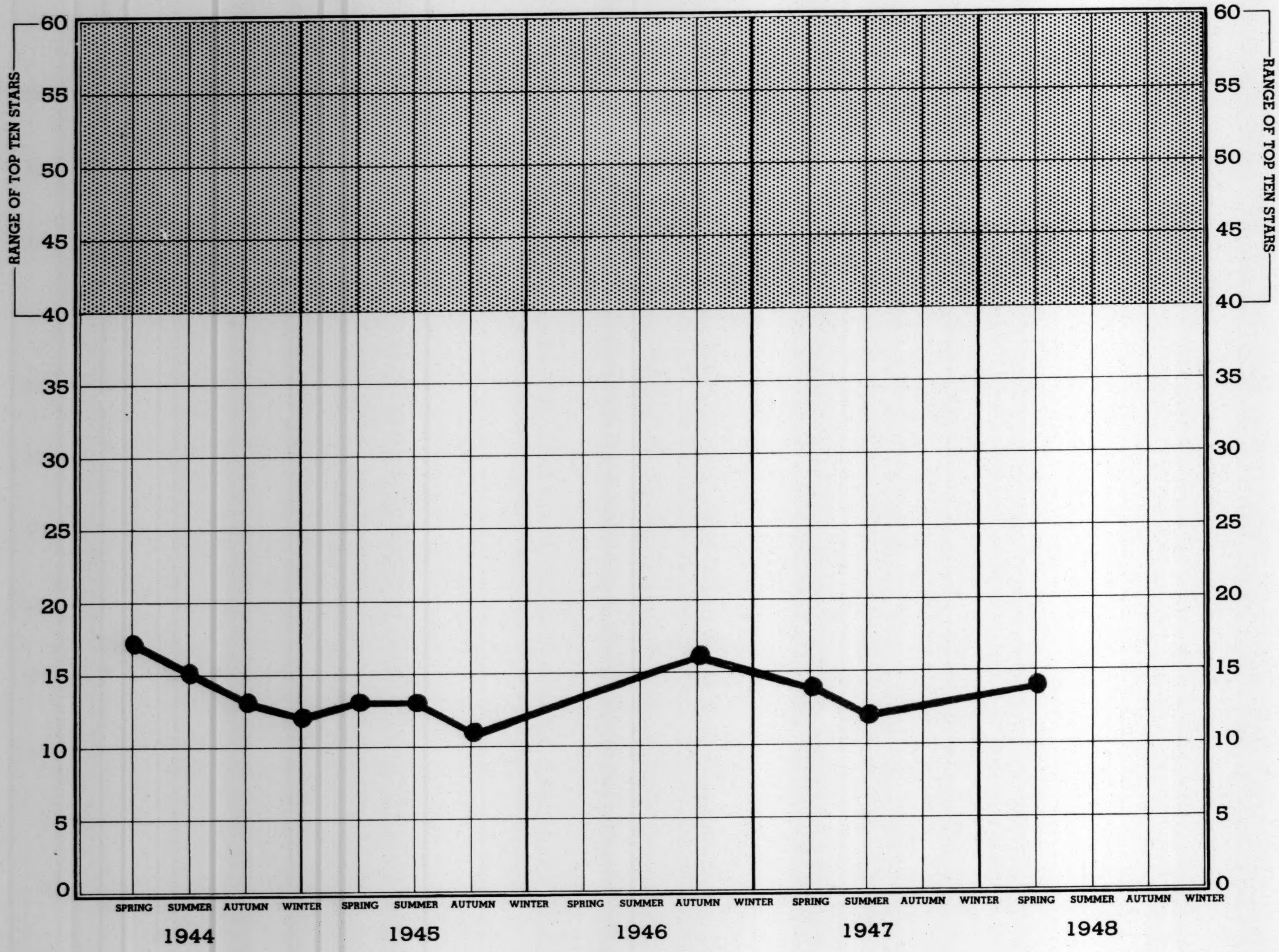
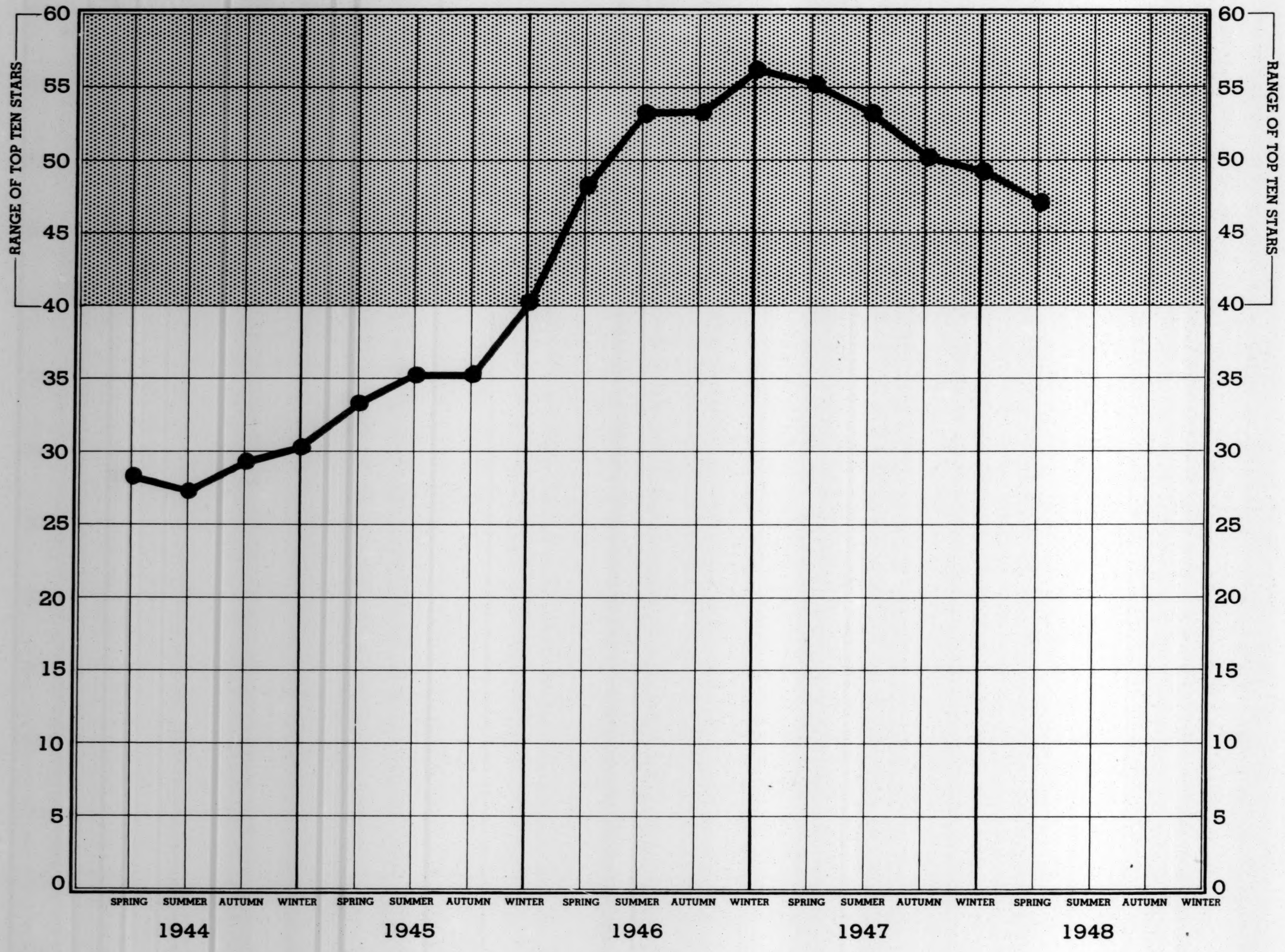
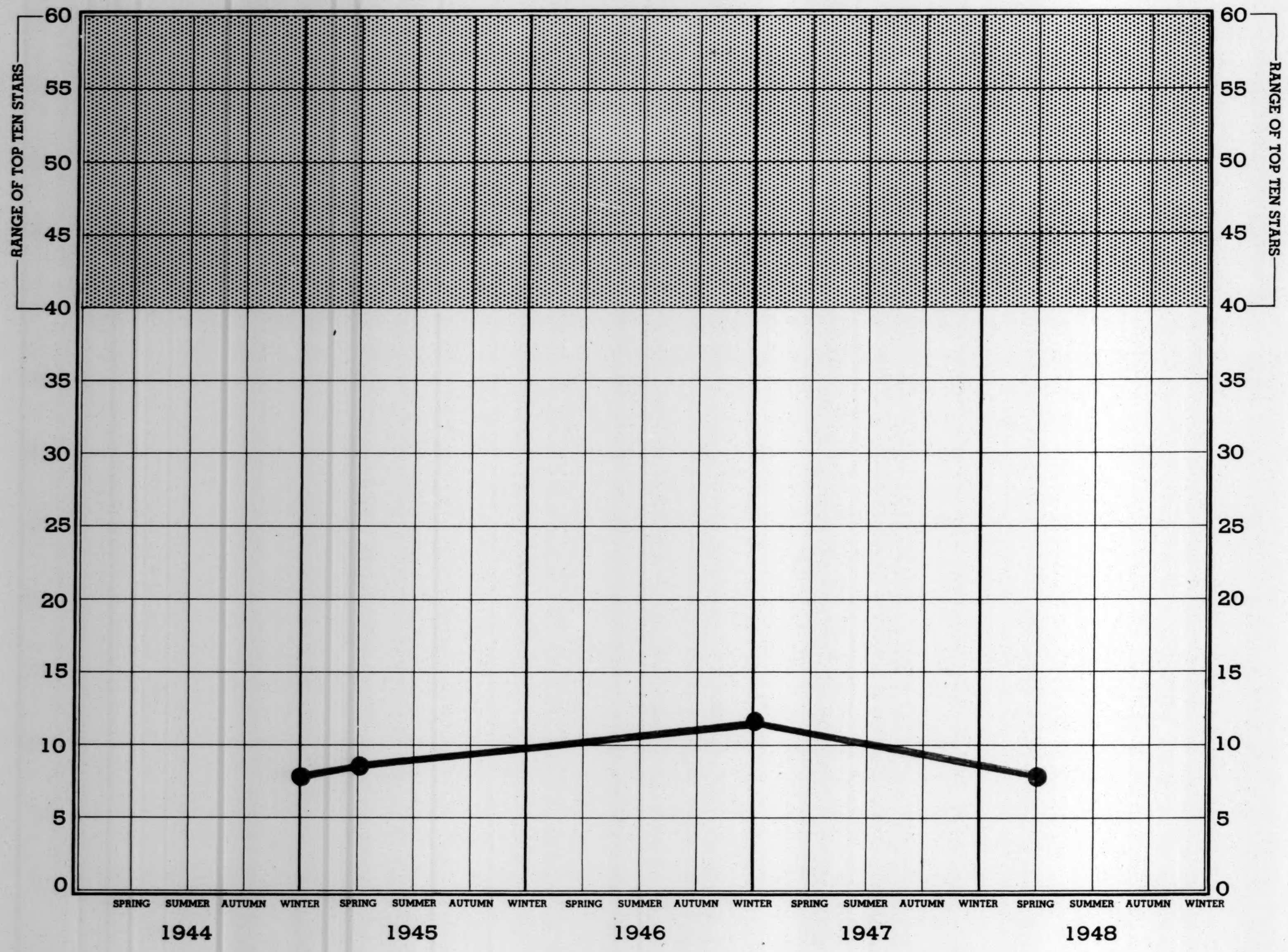
BERGEN & MC CARTHY



Ingrid BERGMAN



Turhan BEY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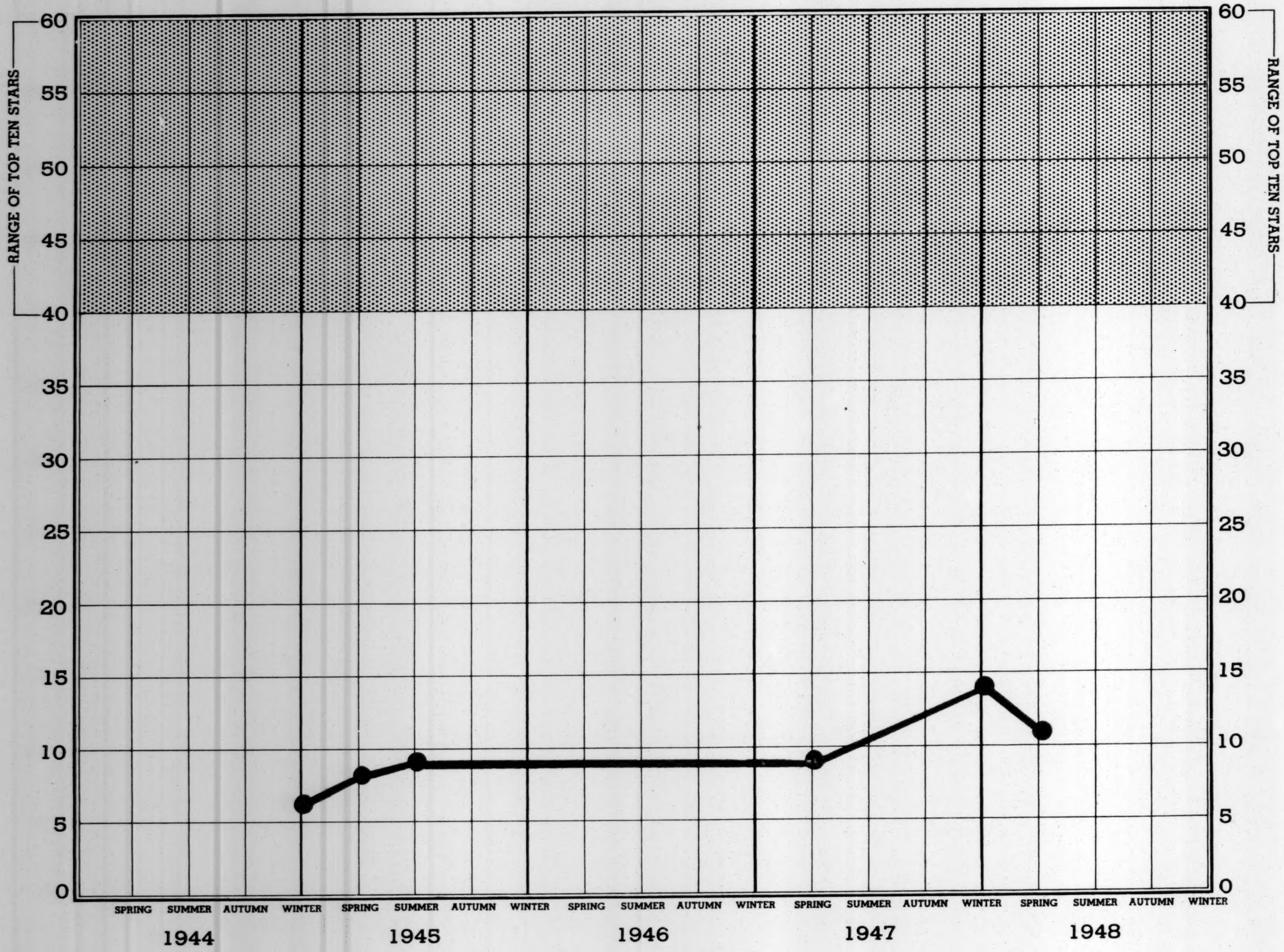
Joan BLONDELL



Ann BLYTH

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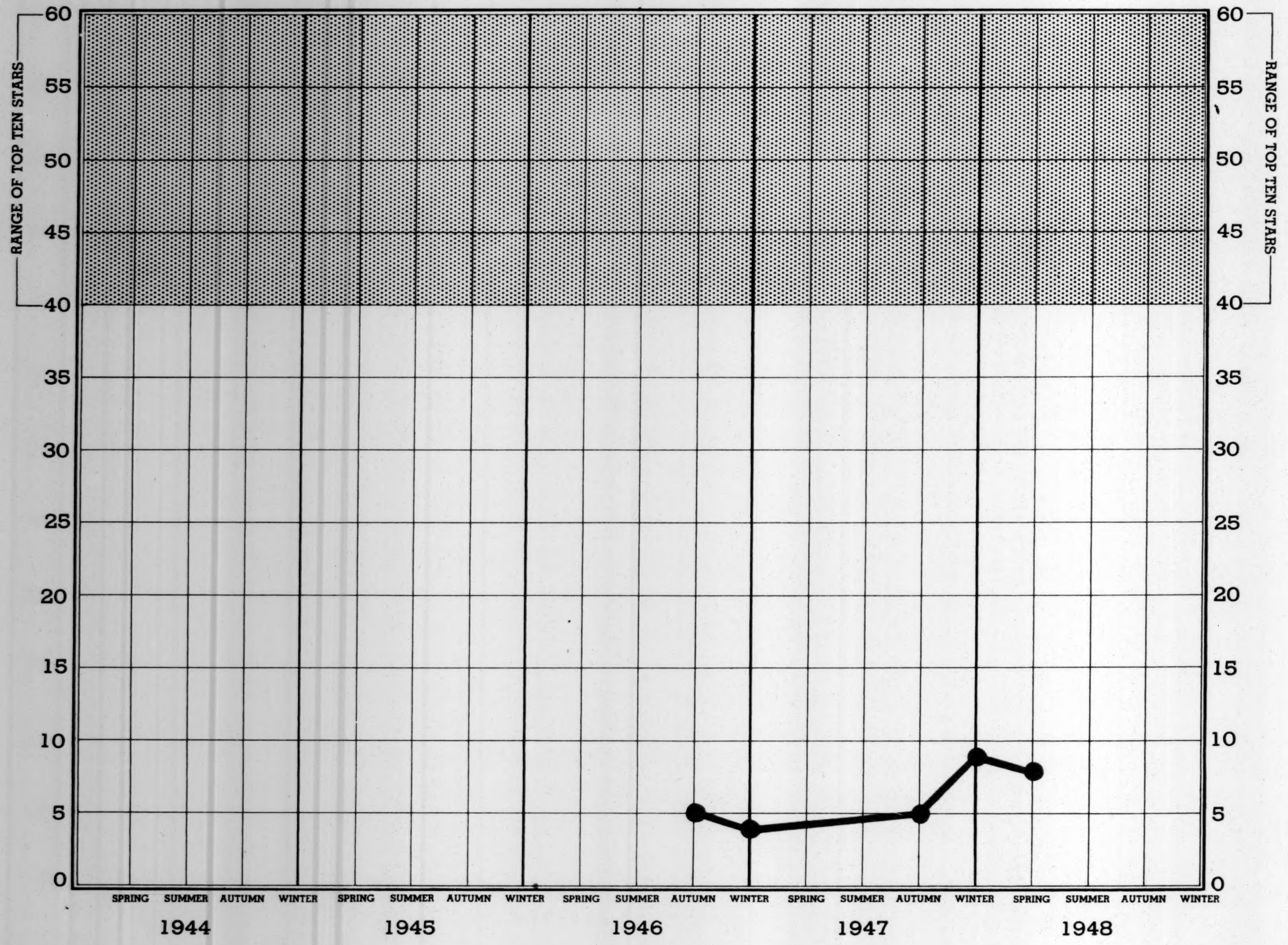

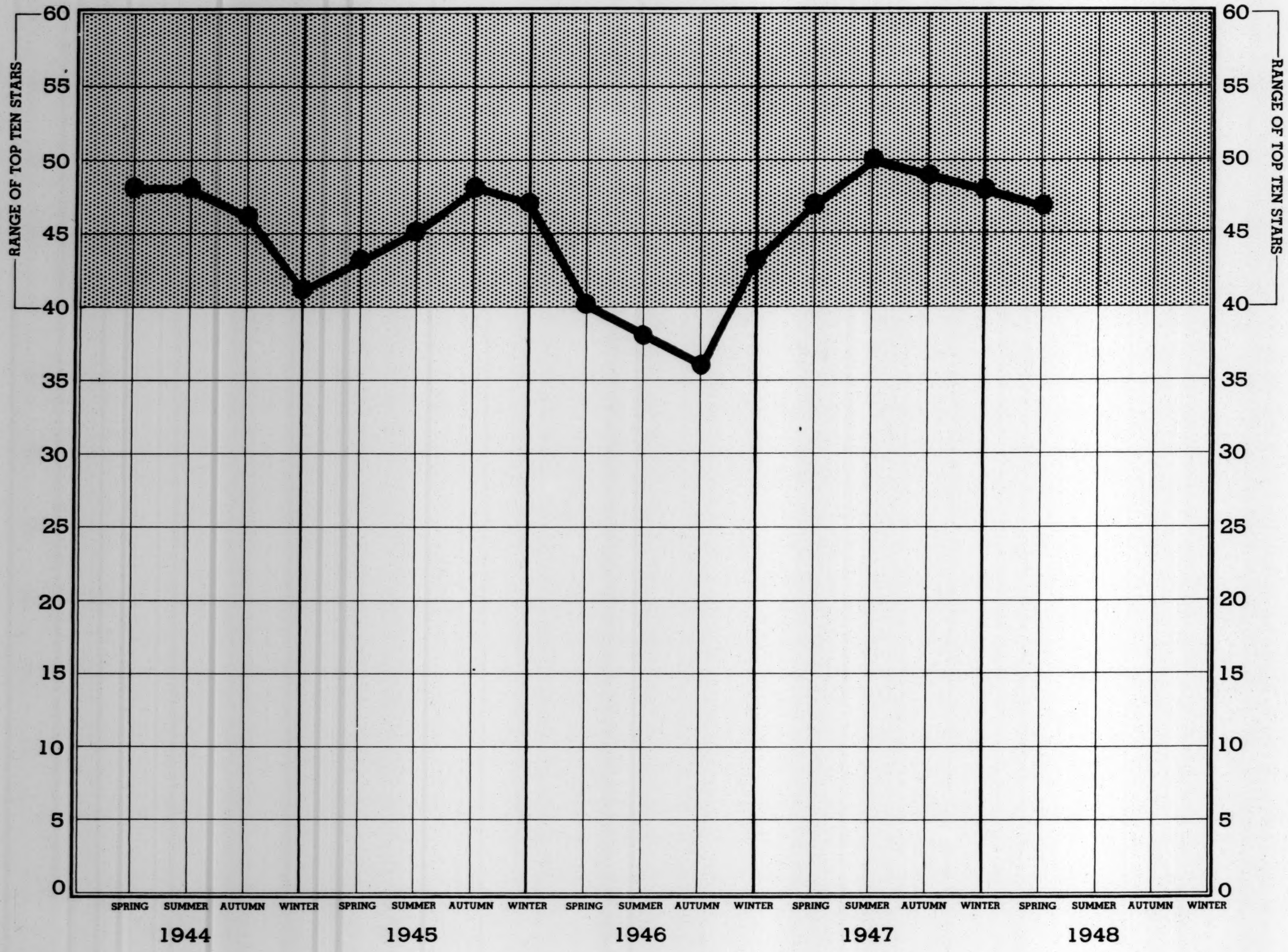

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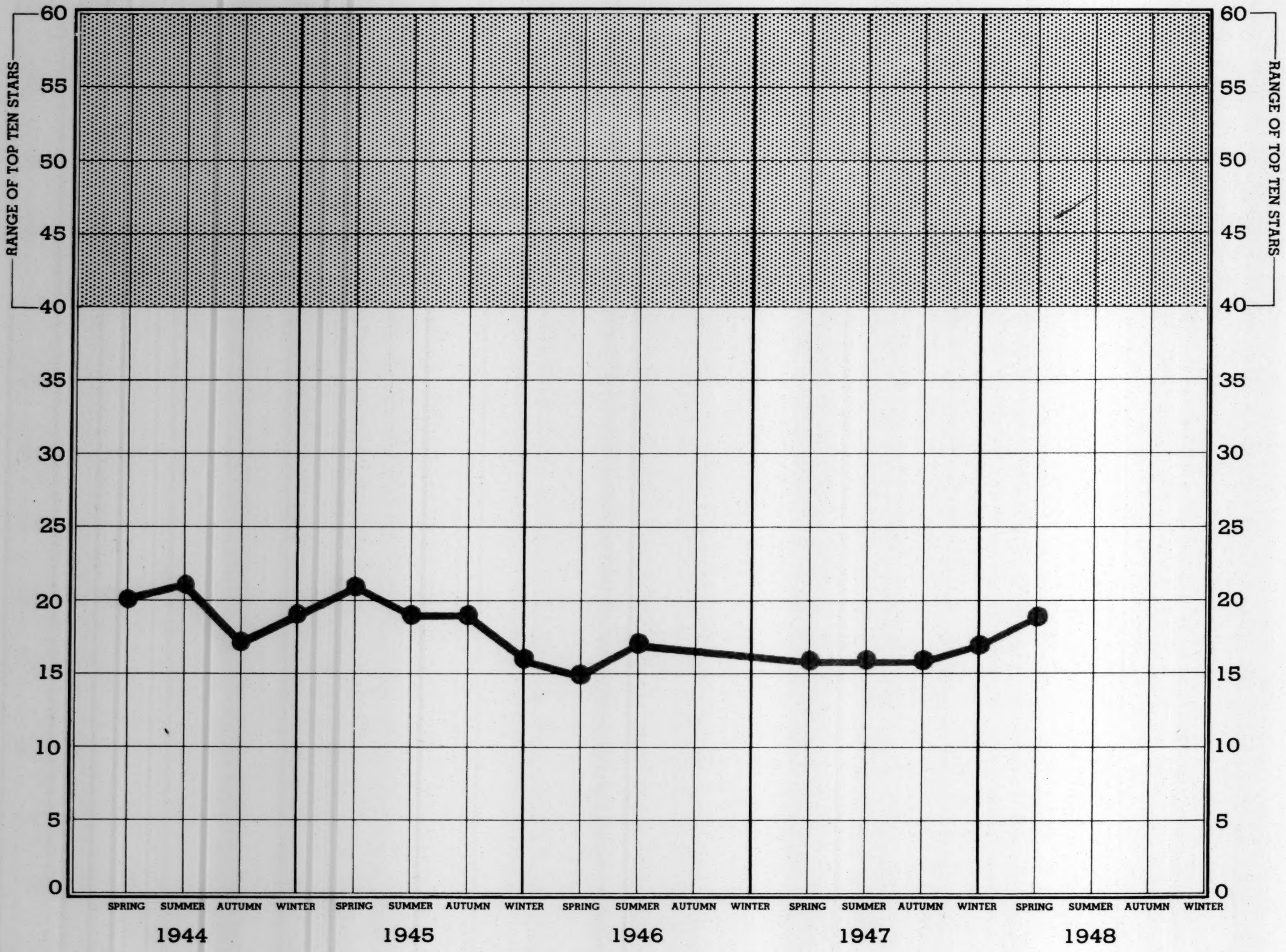

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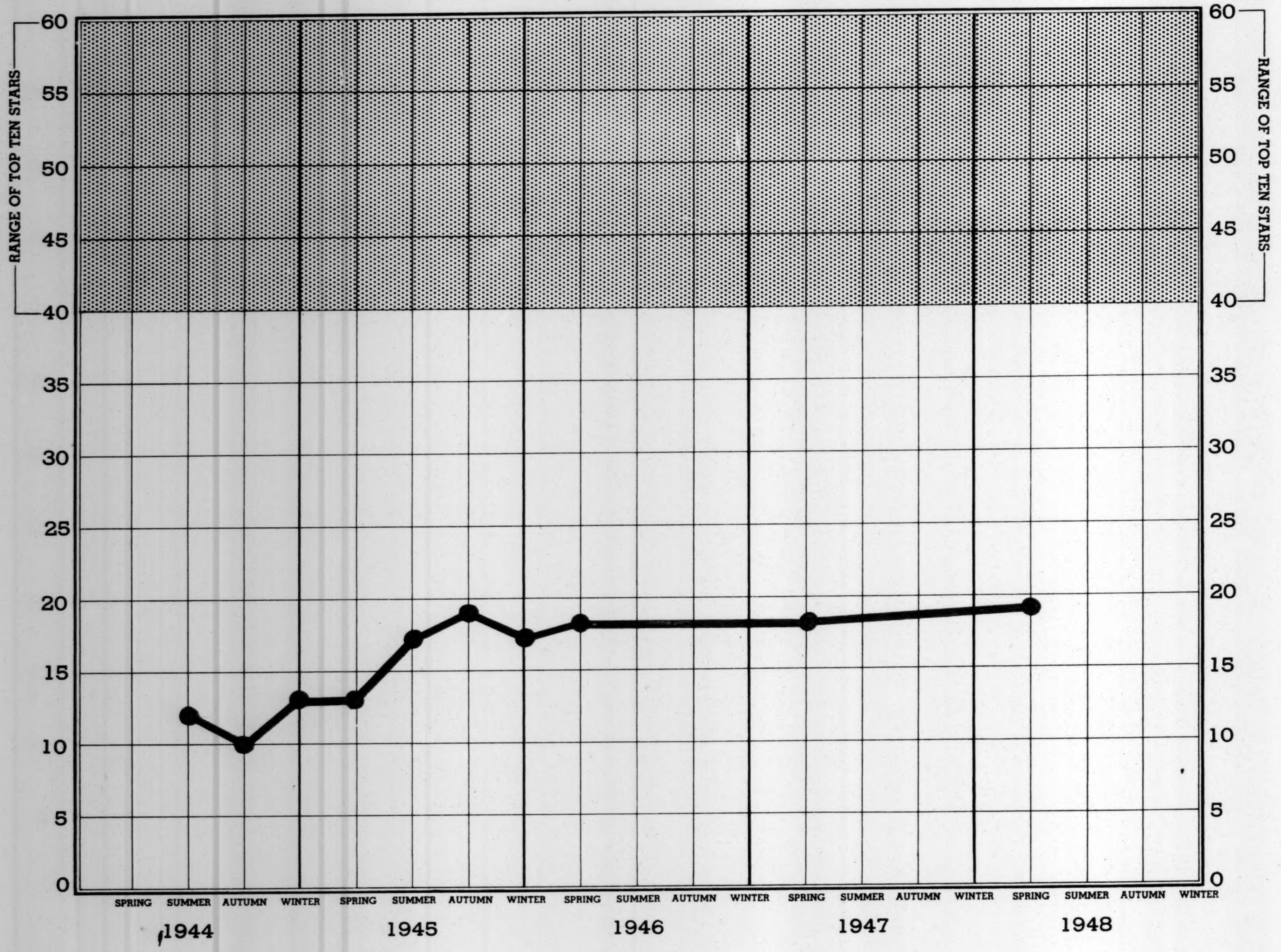

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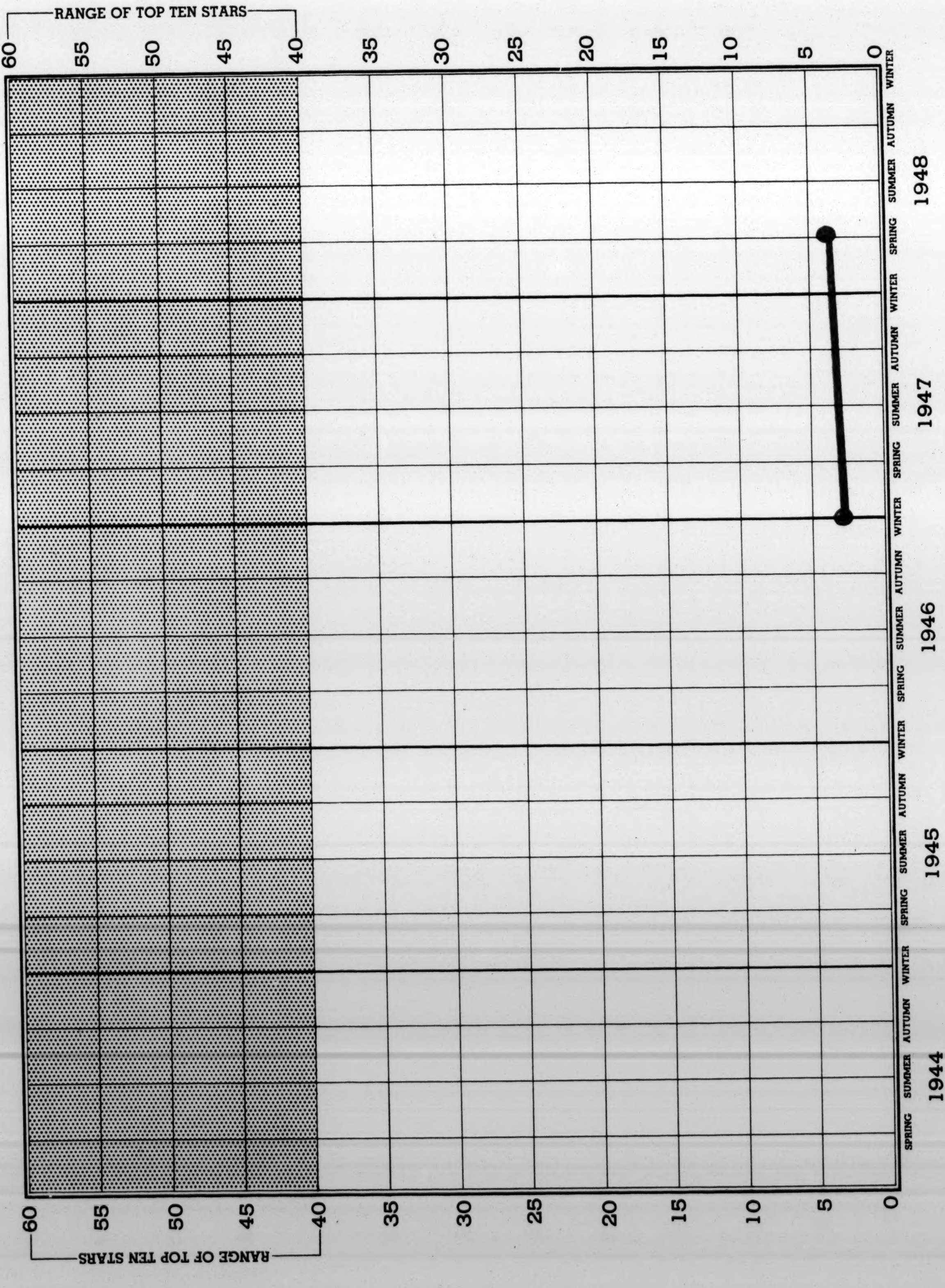

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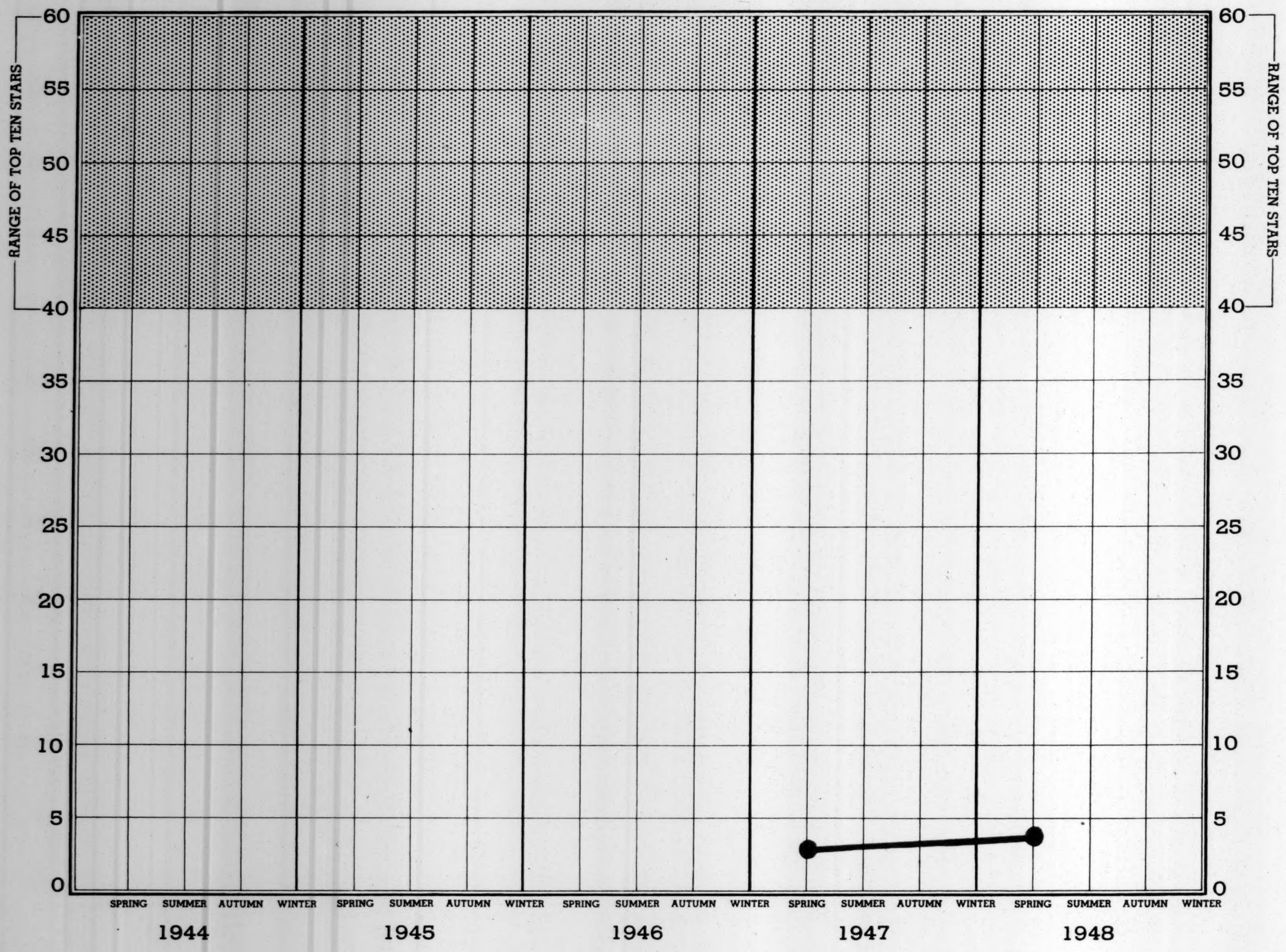

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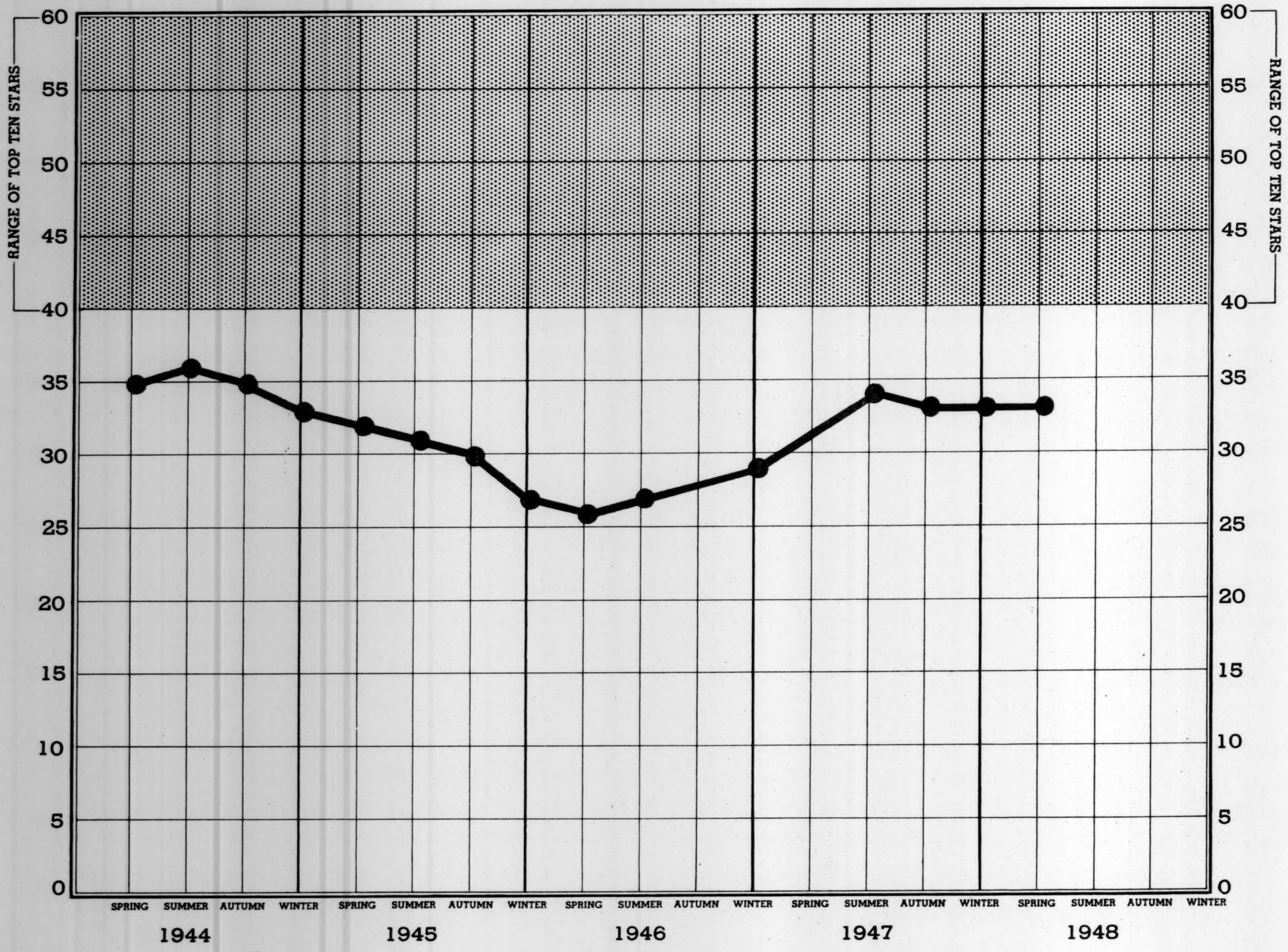

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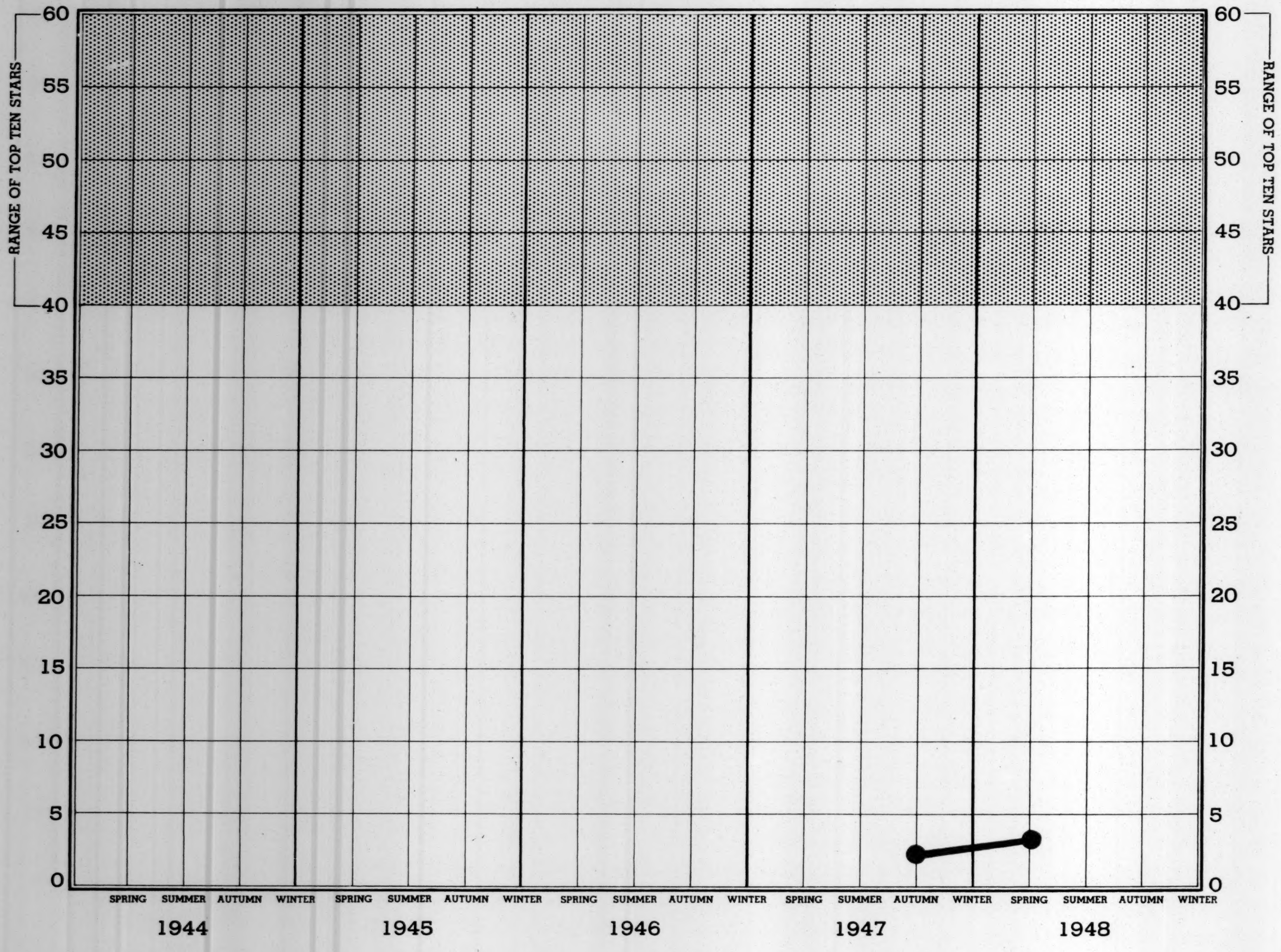

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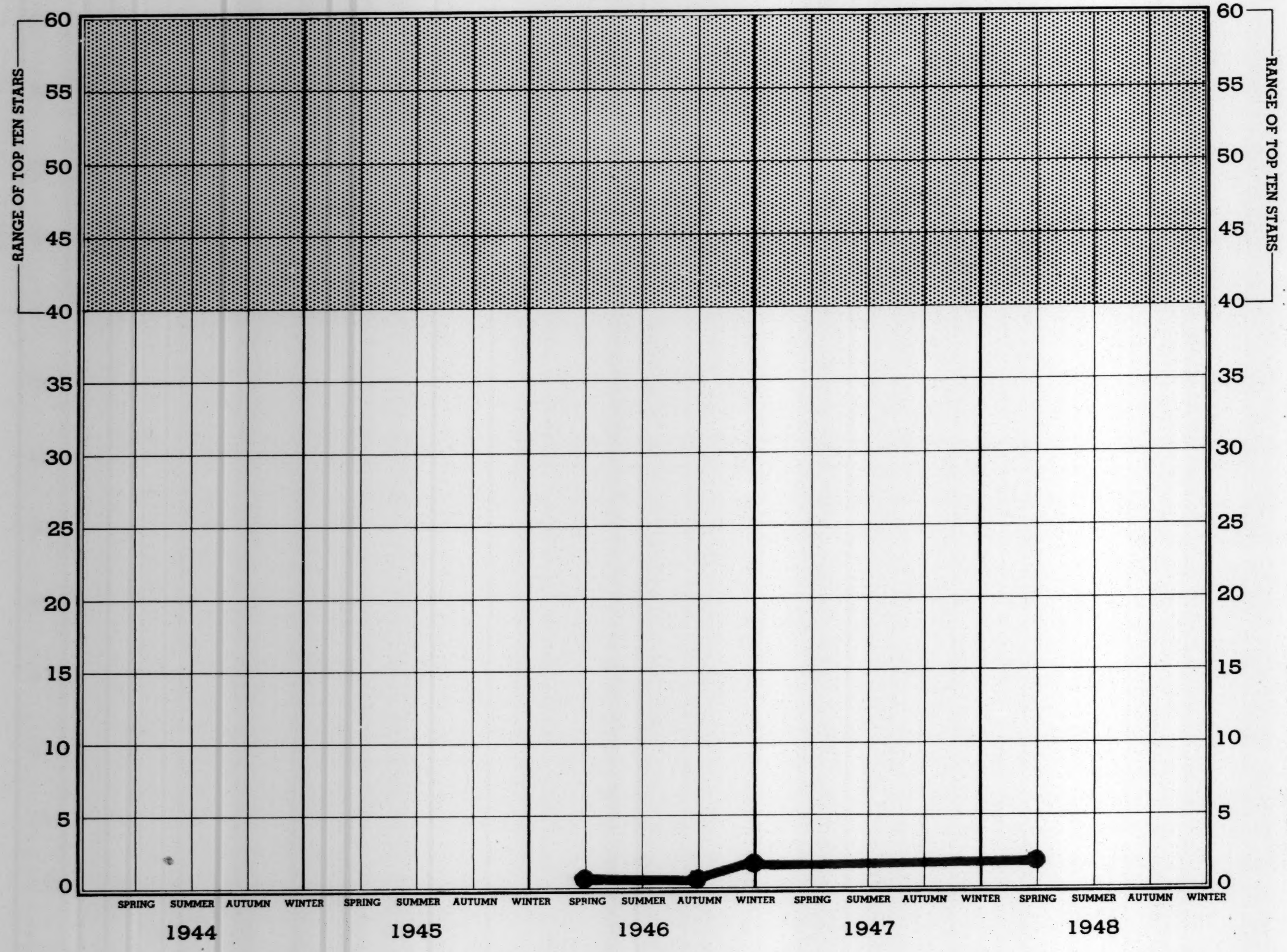

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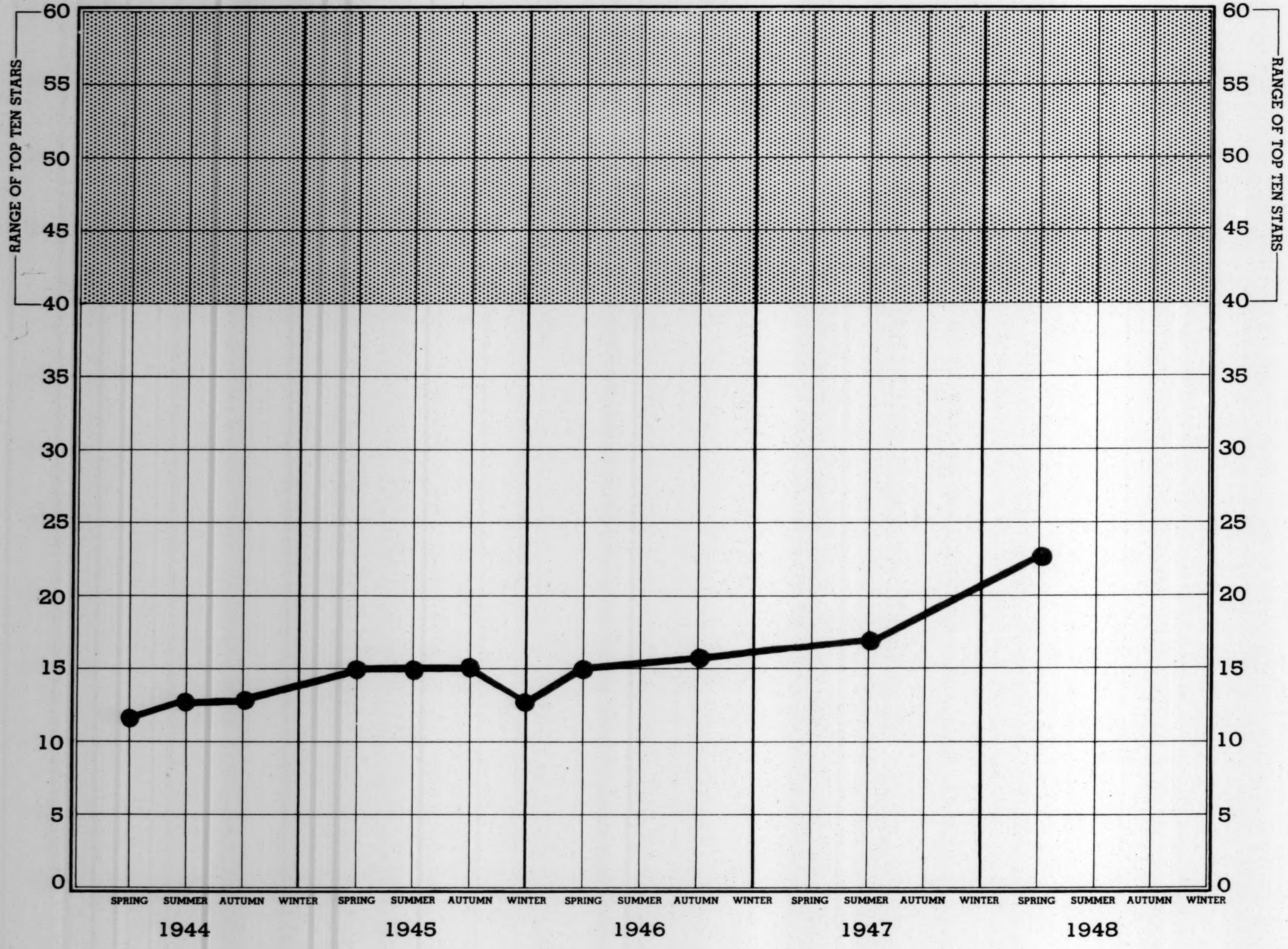

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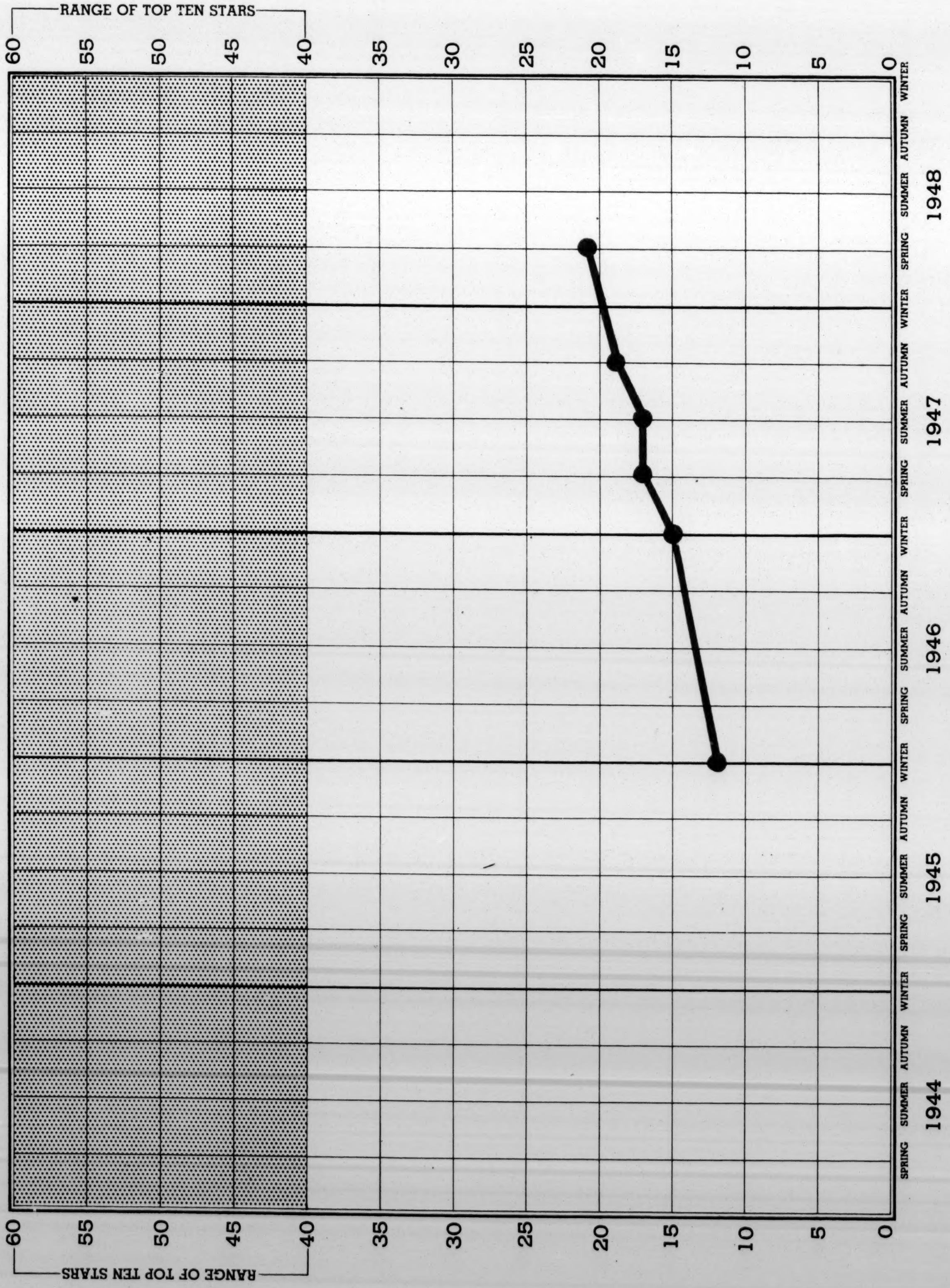

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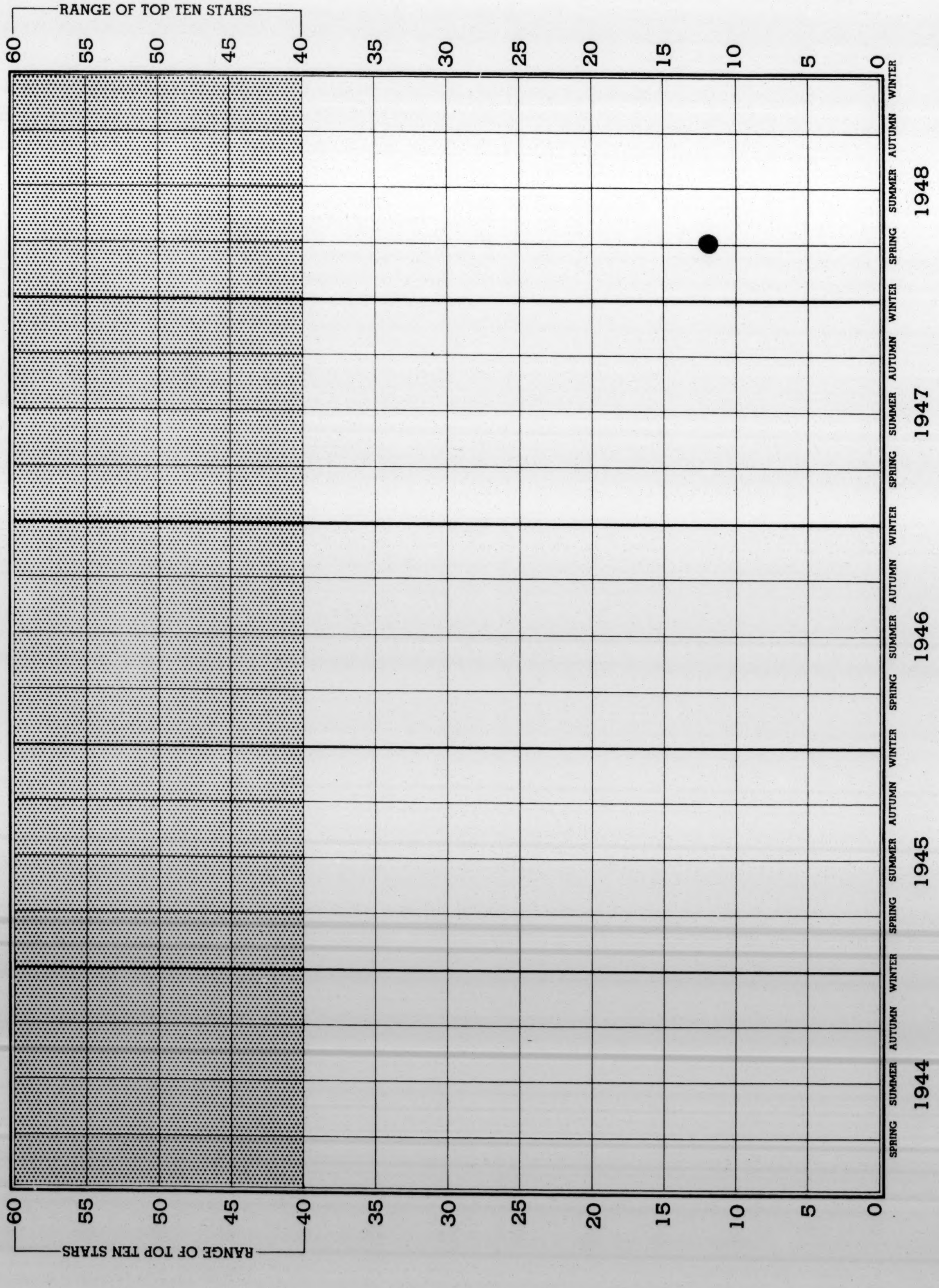

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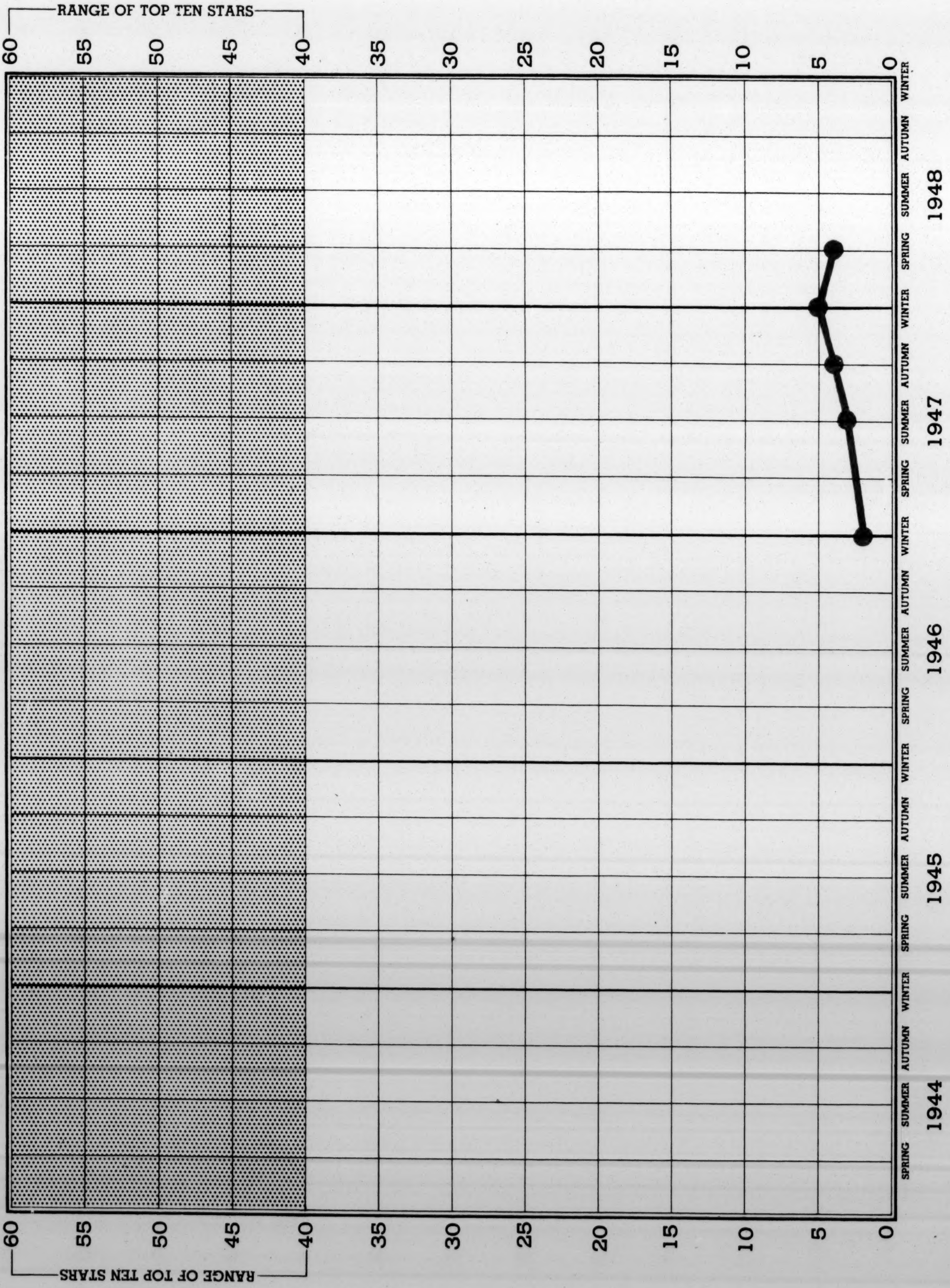

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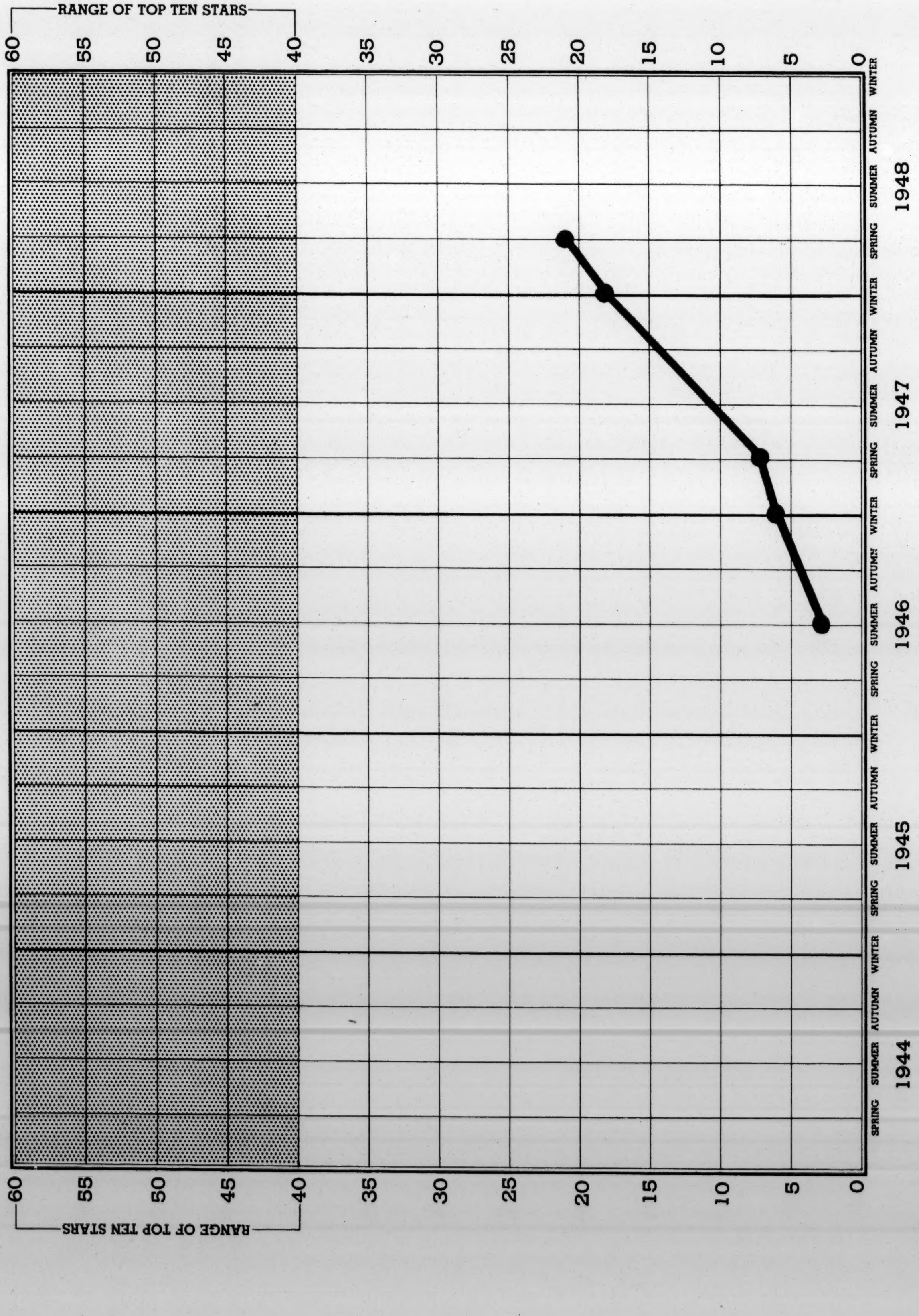
Joan **CAULFIELD**



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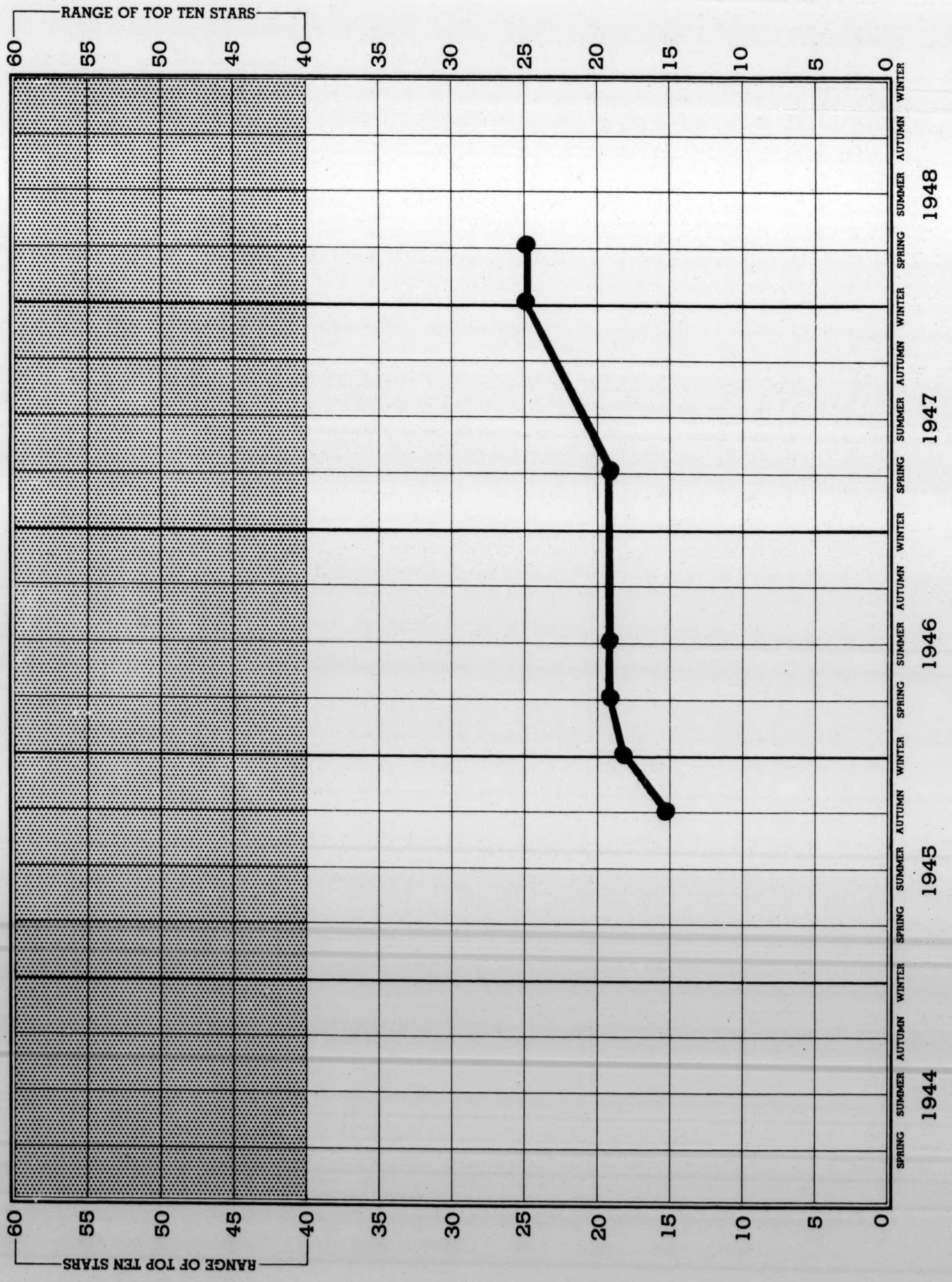
Dane CLARK



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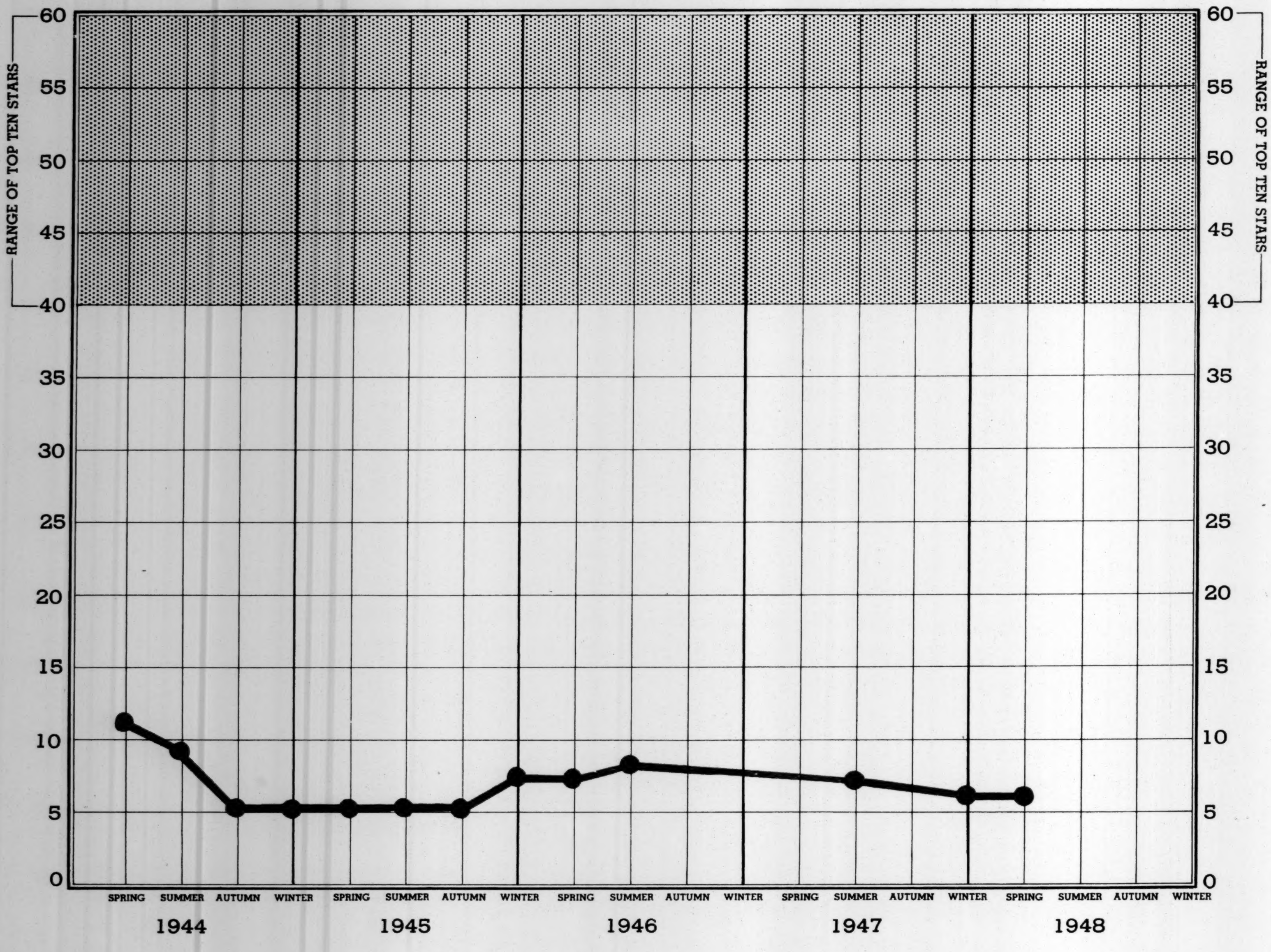

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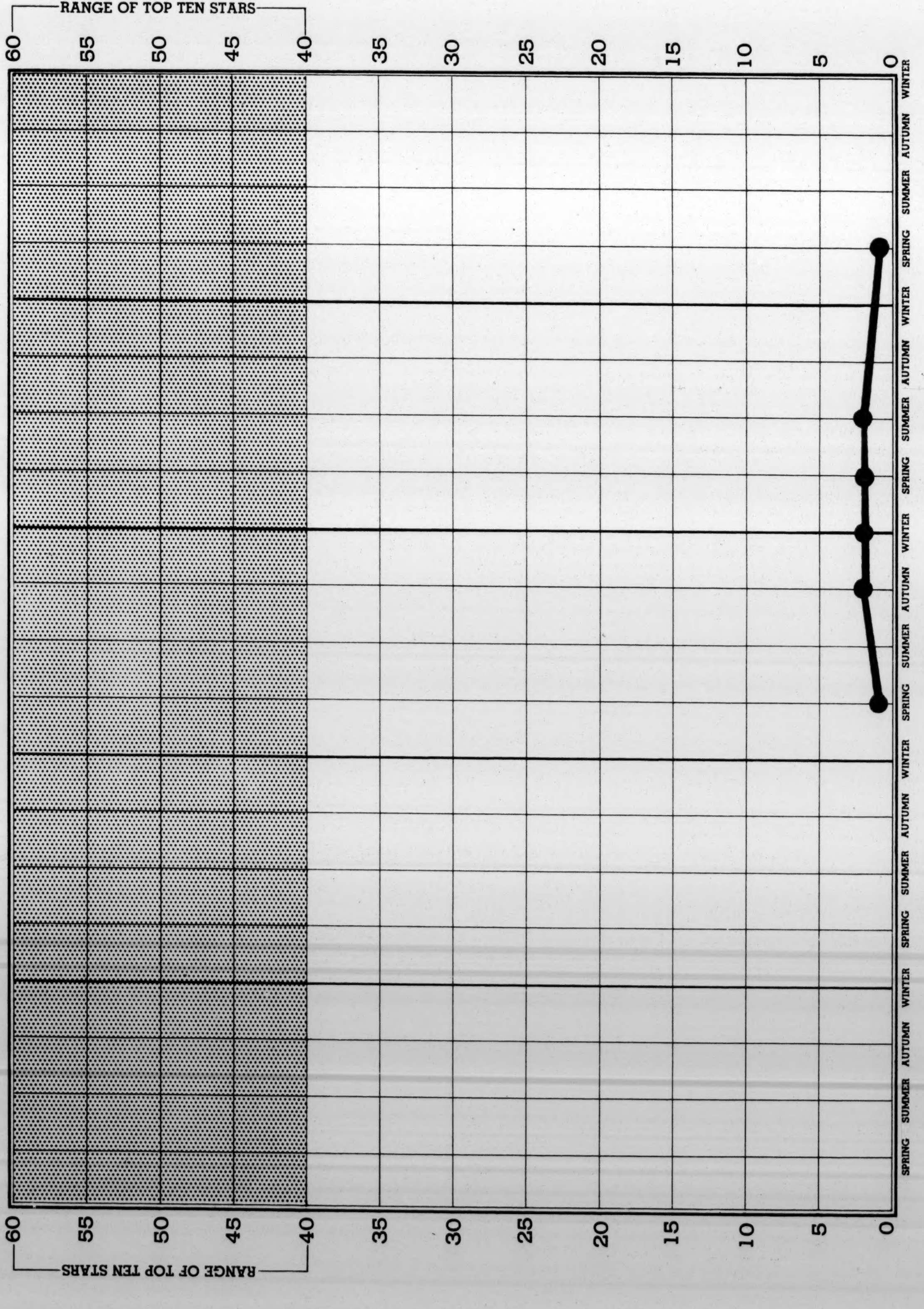

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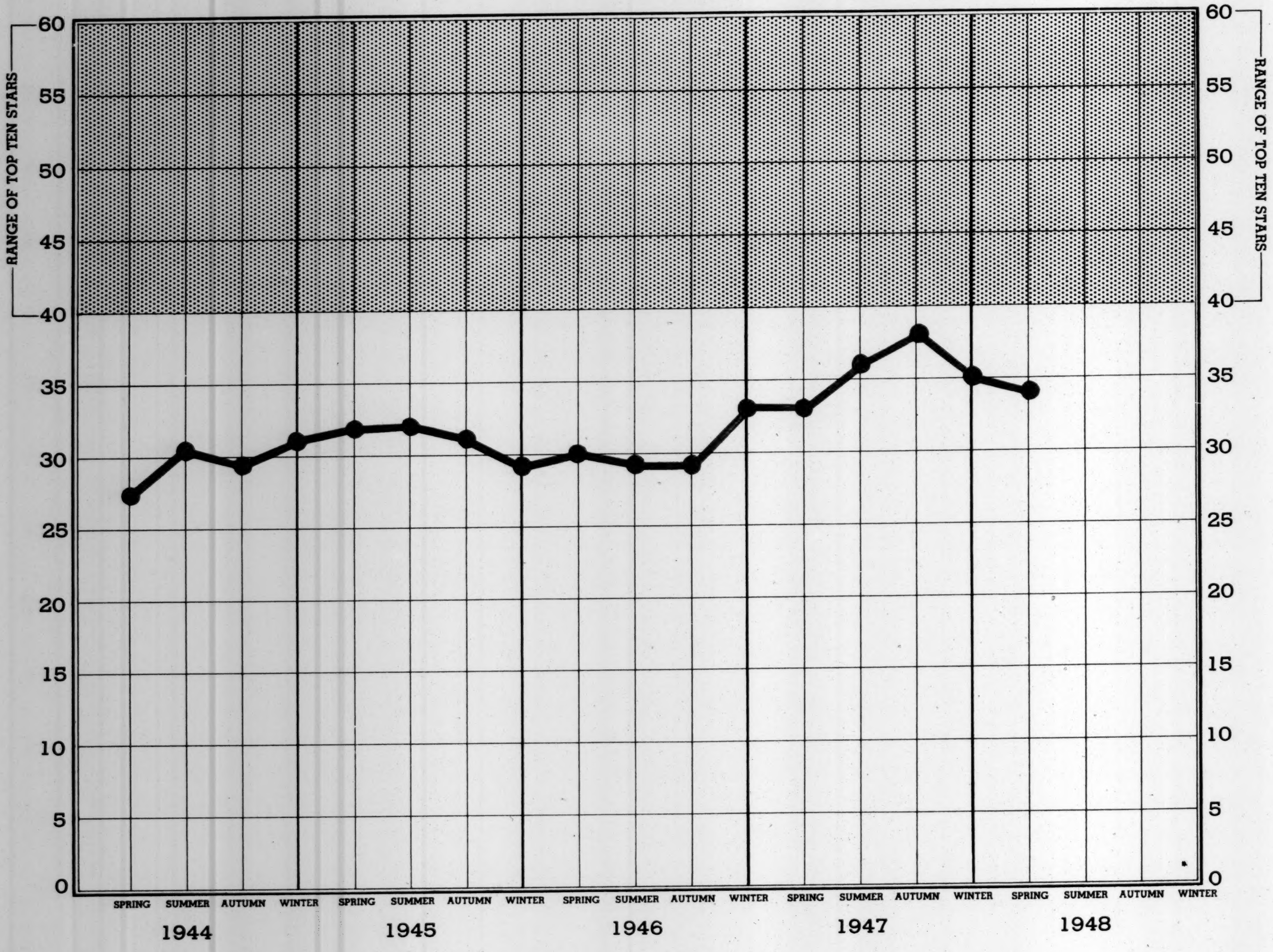

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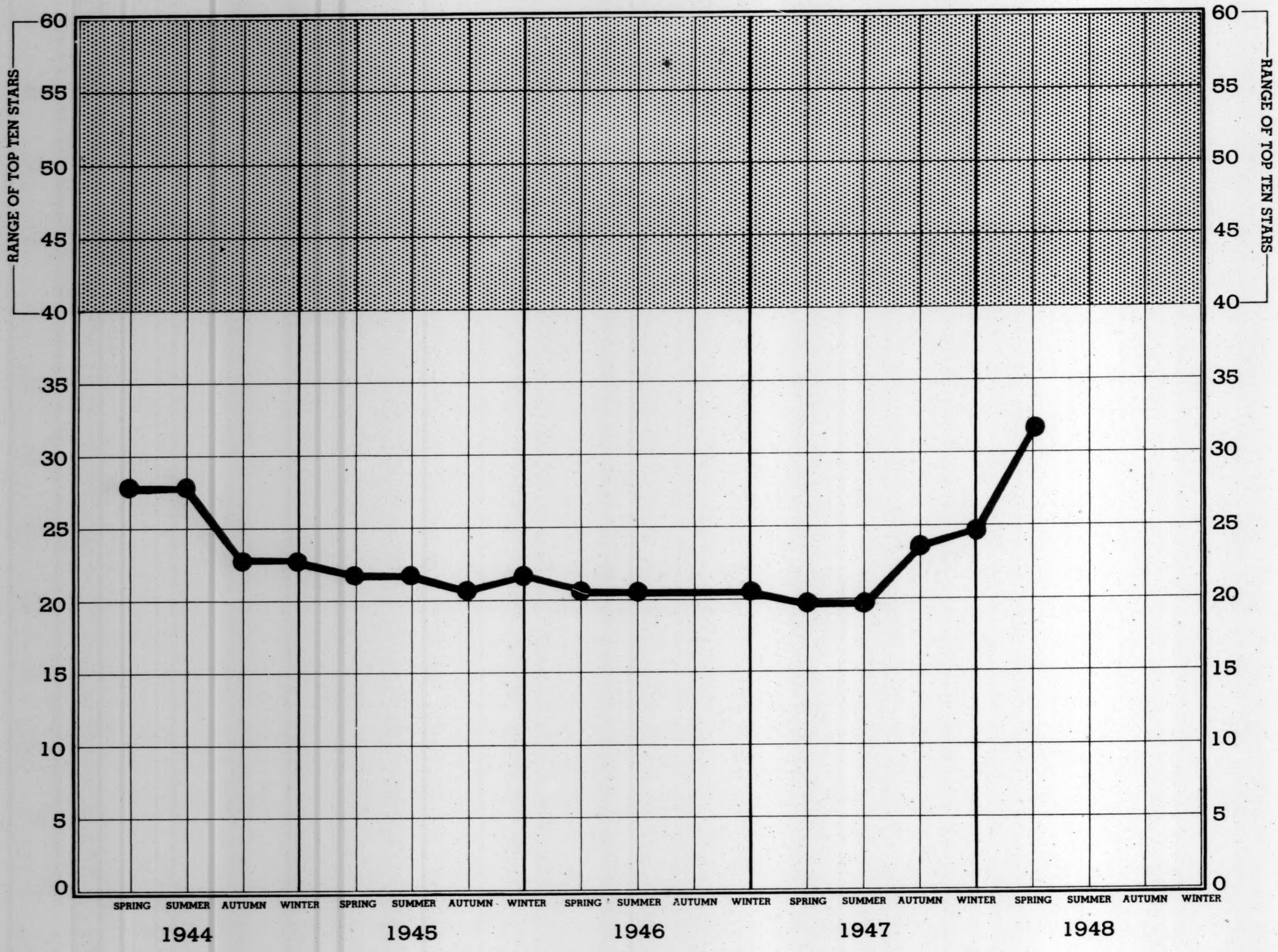

Ronald COLMAN

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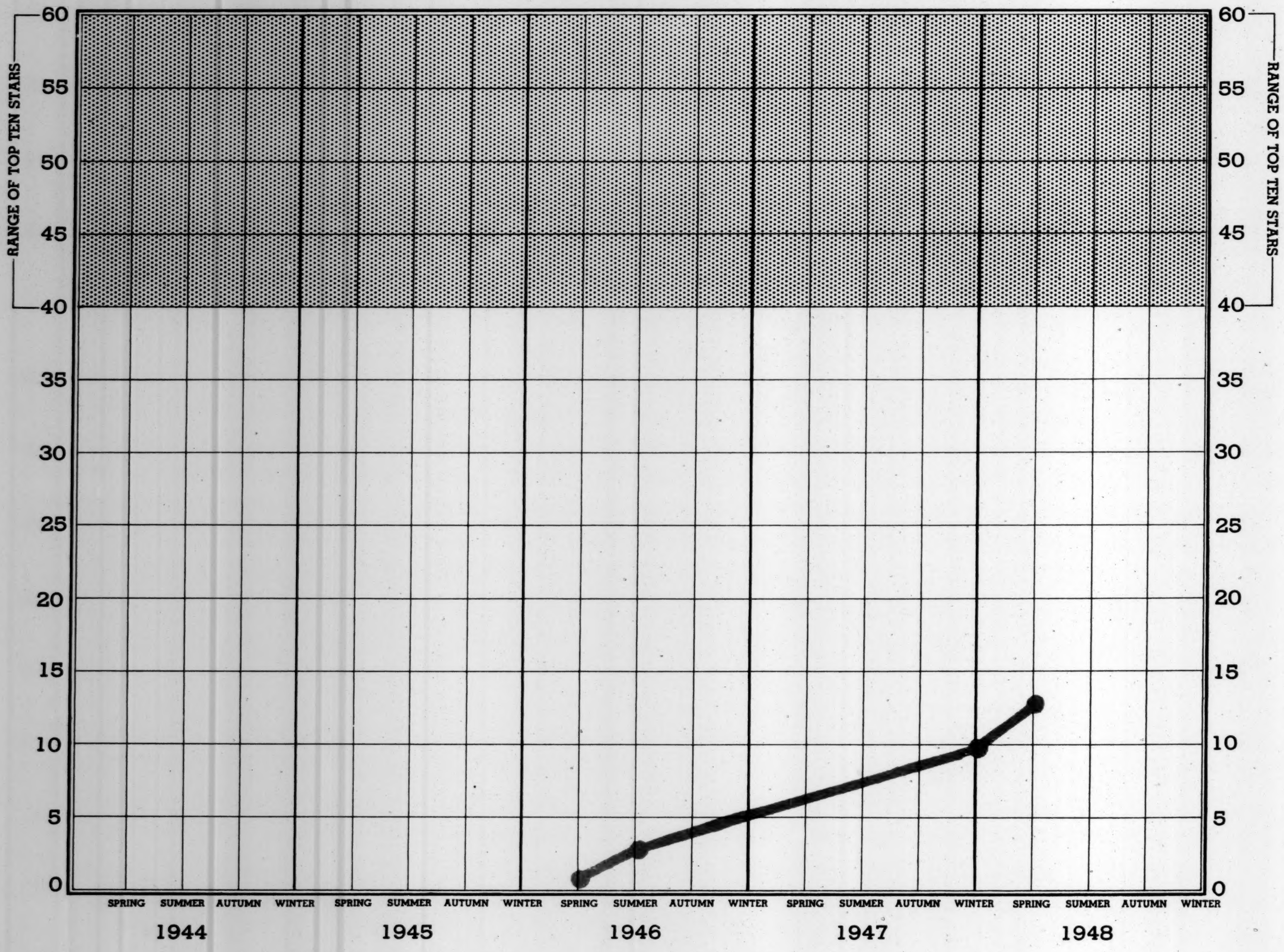
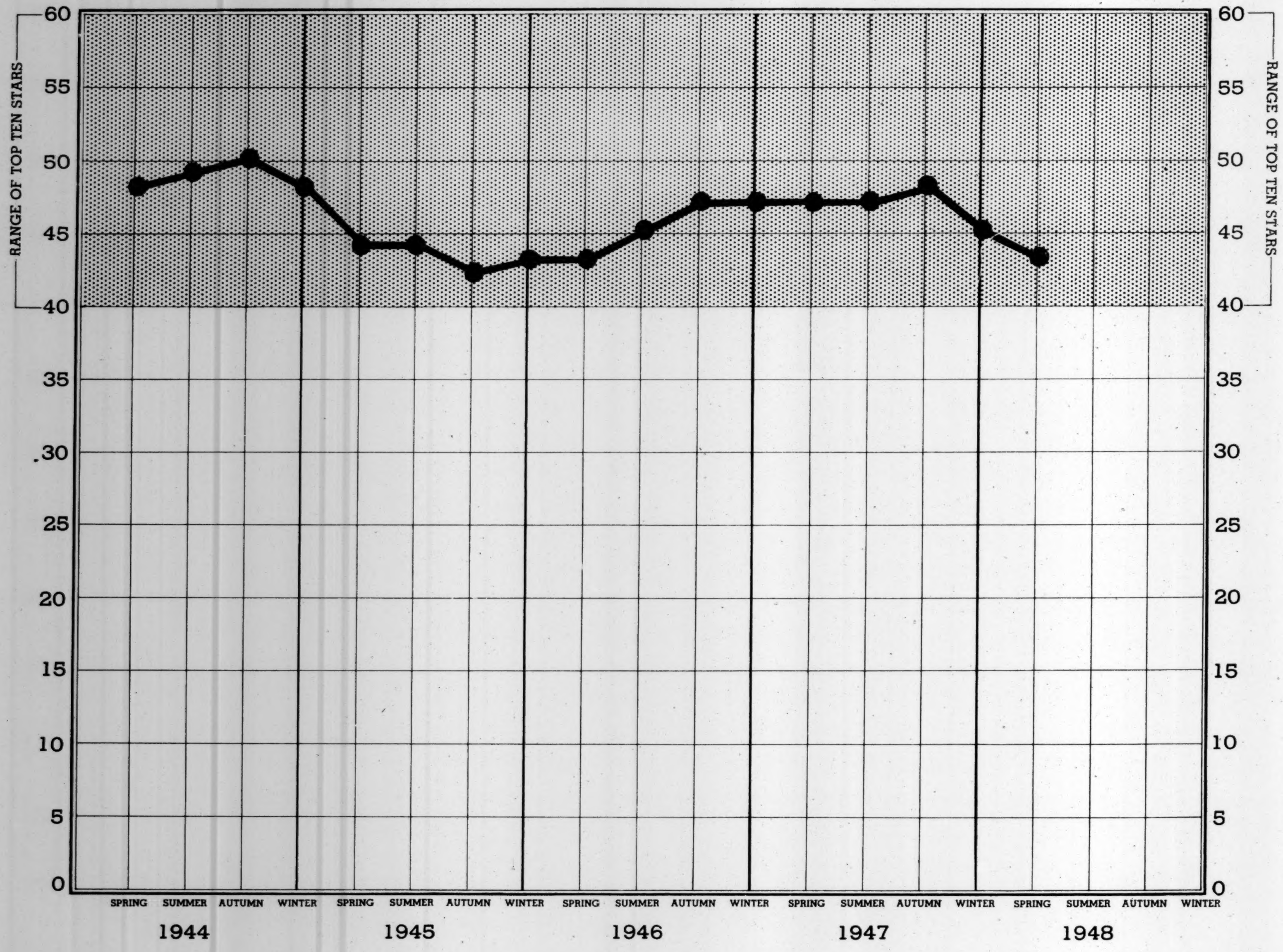
Richard CONTE

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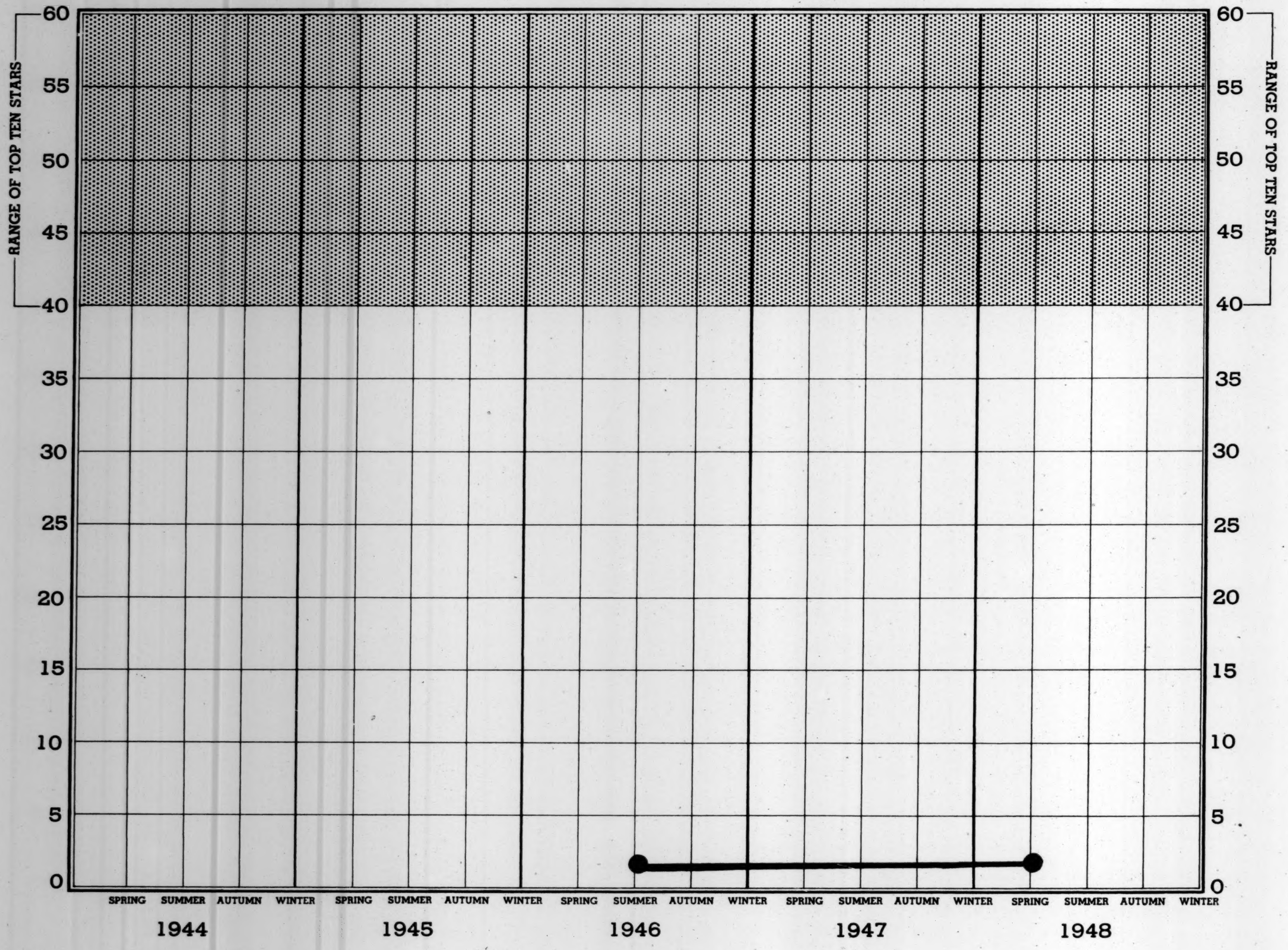
Gary COOPER

Gladys COOPER



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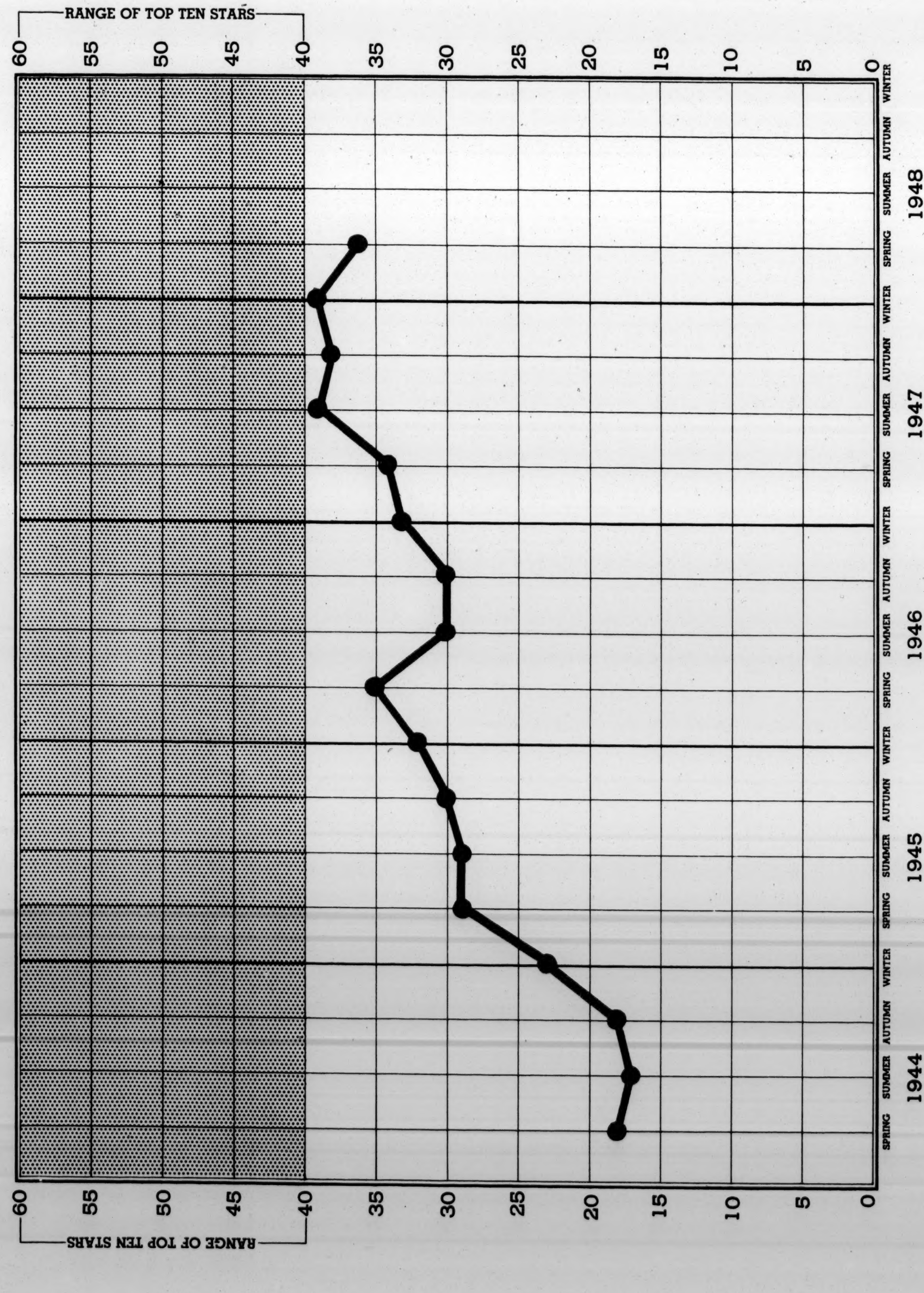

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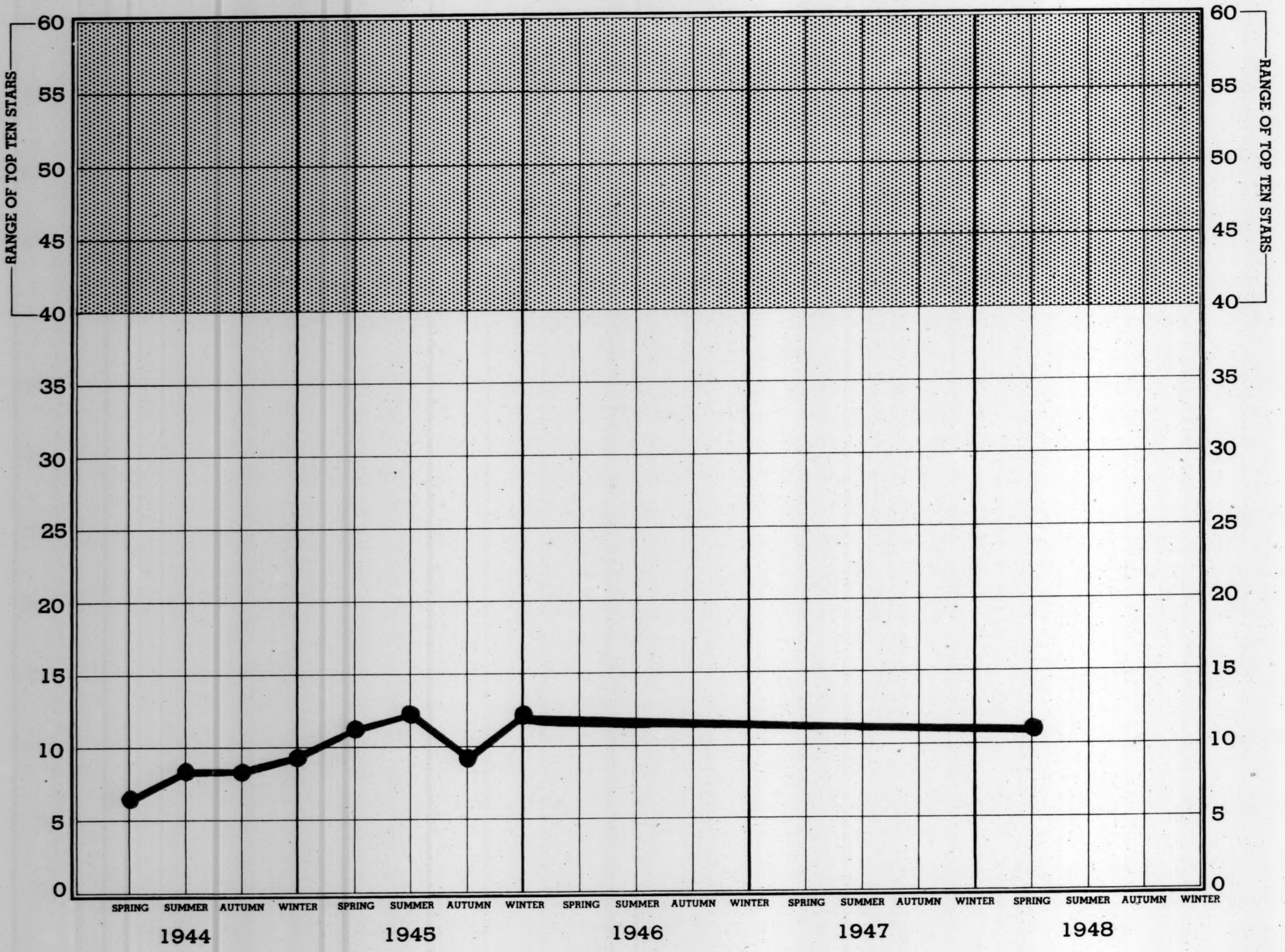
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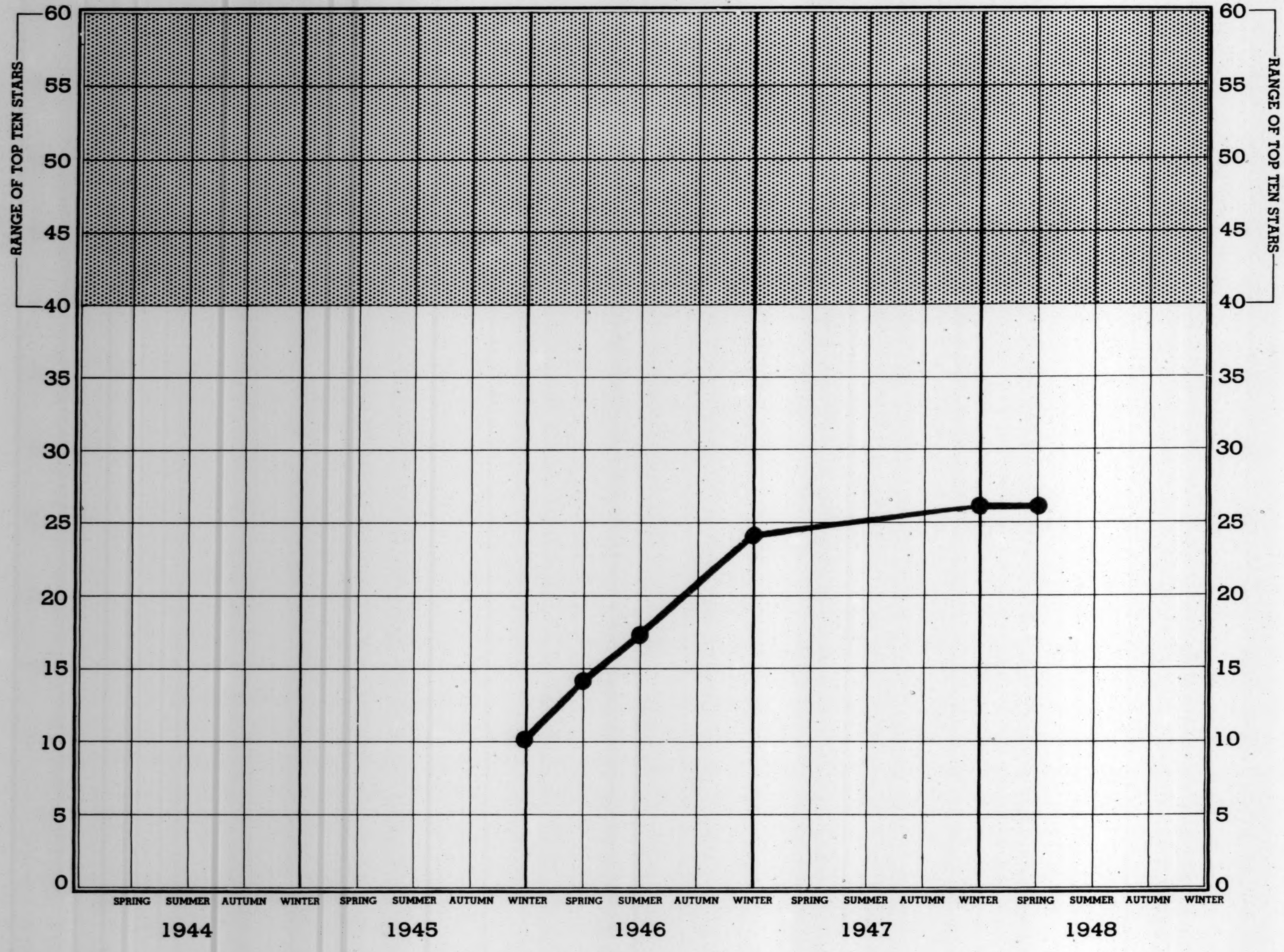

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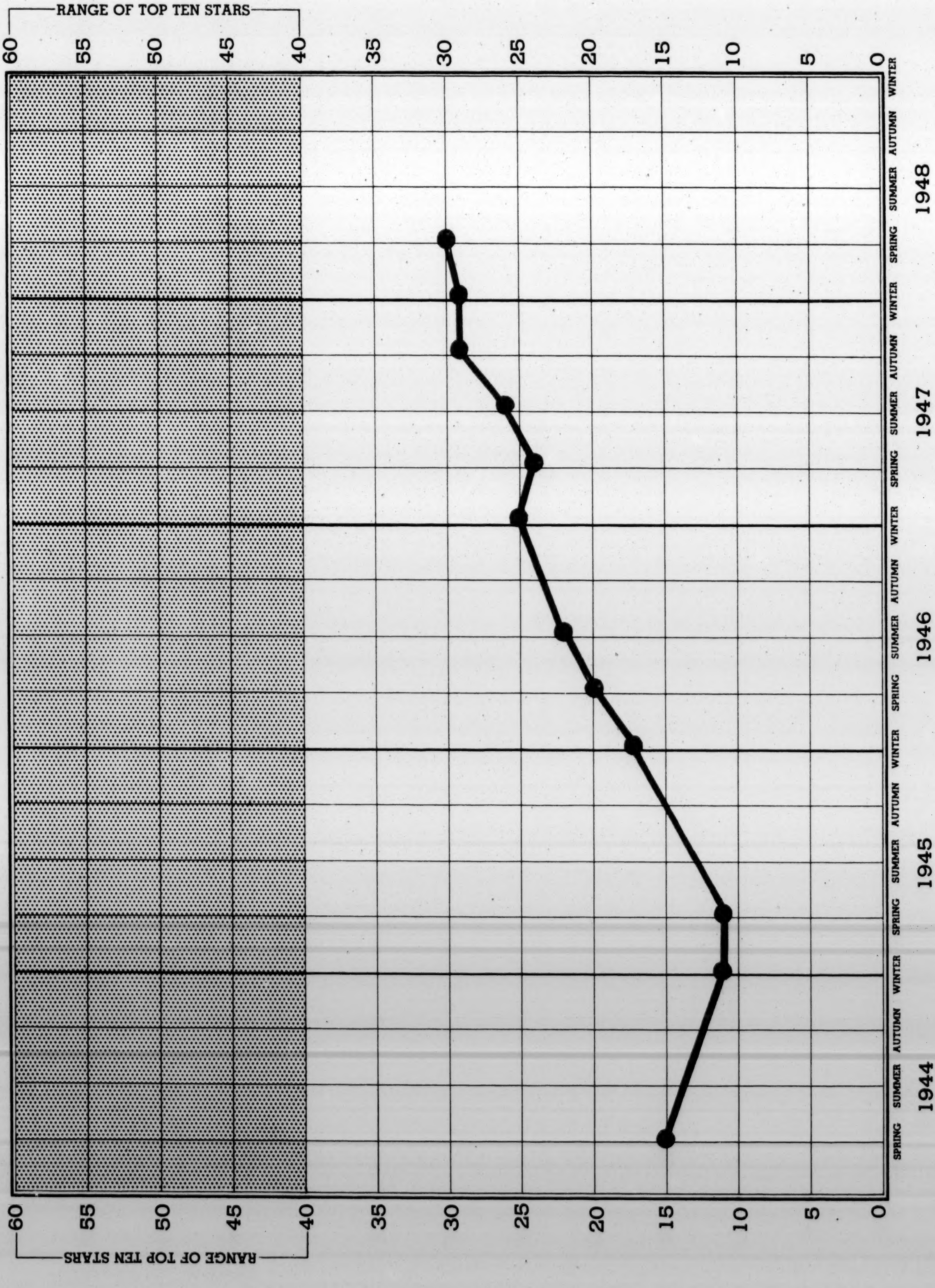

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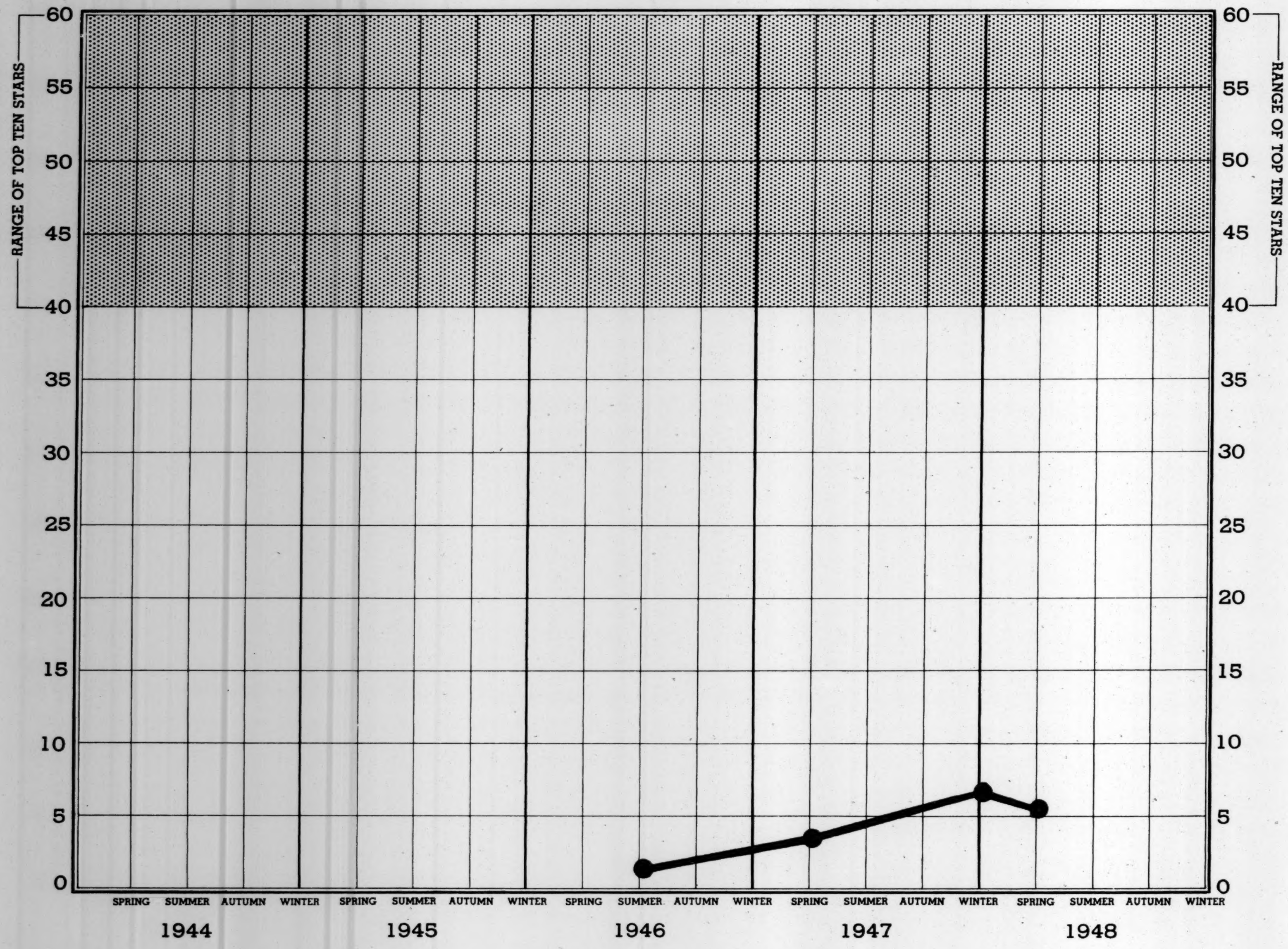
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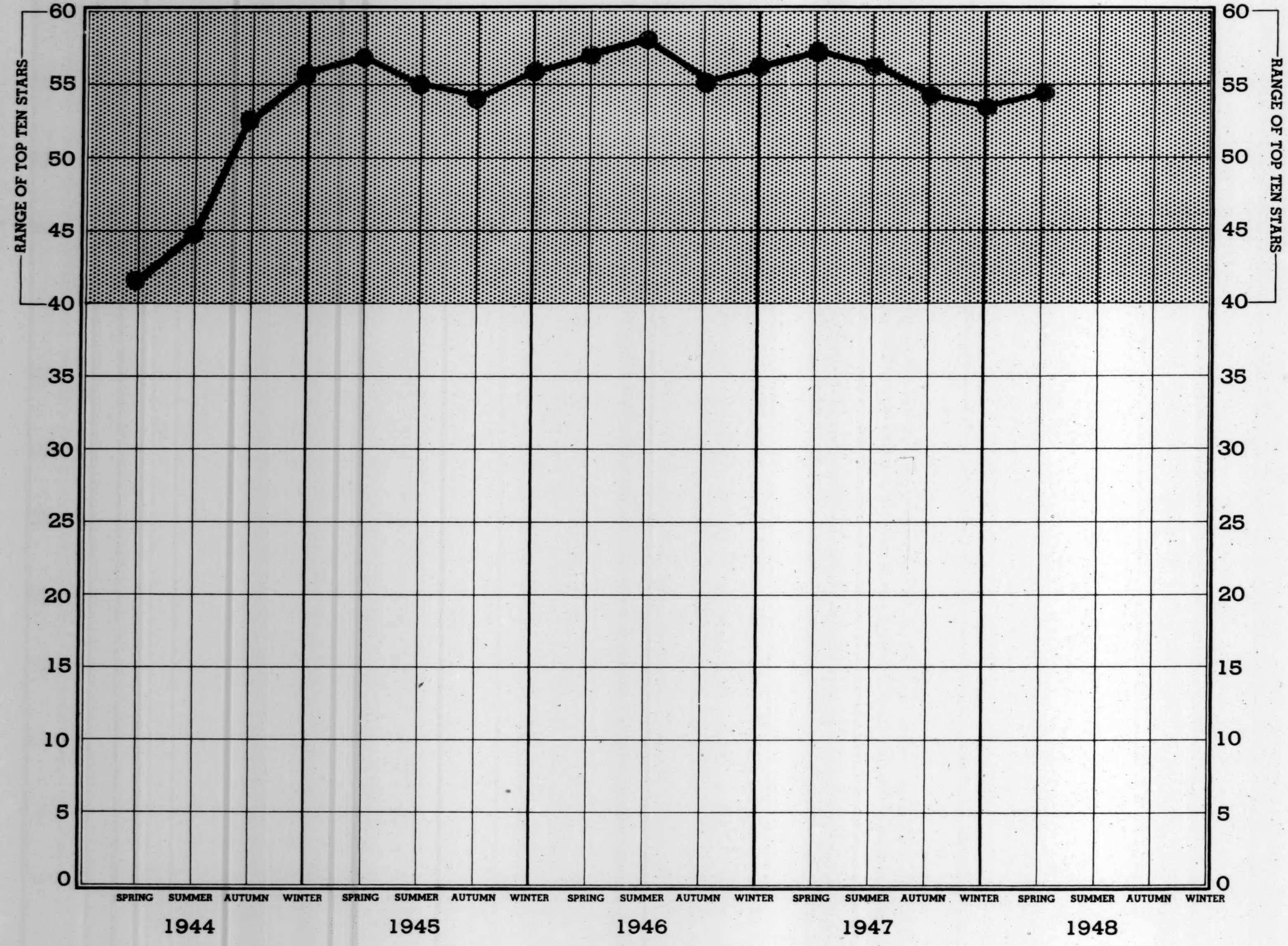
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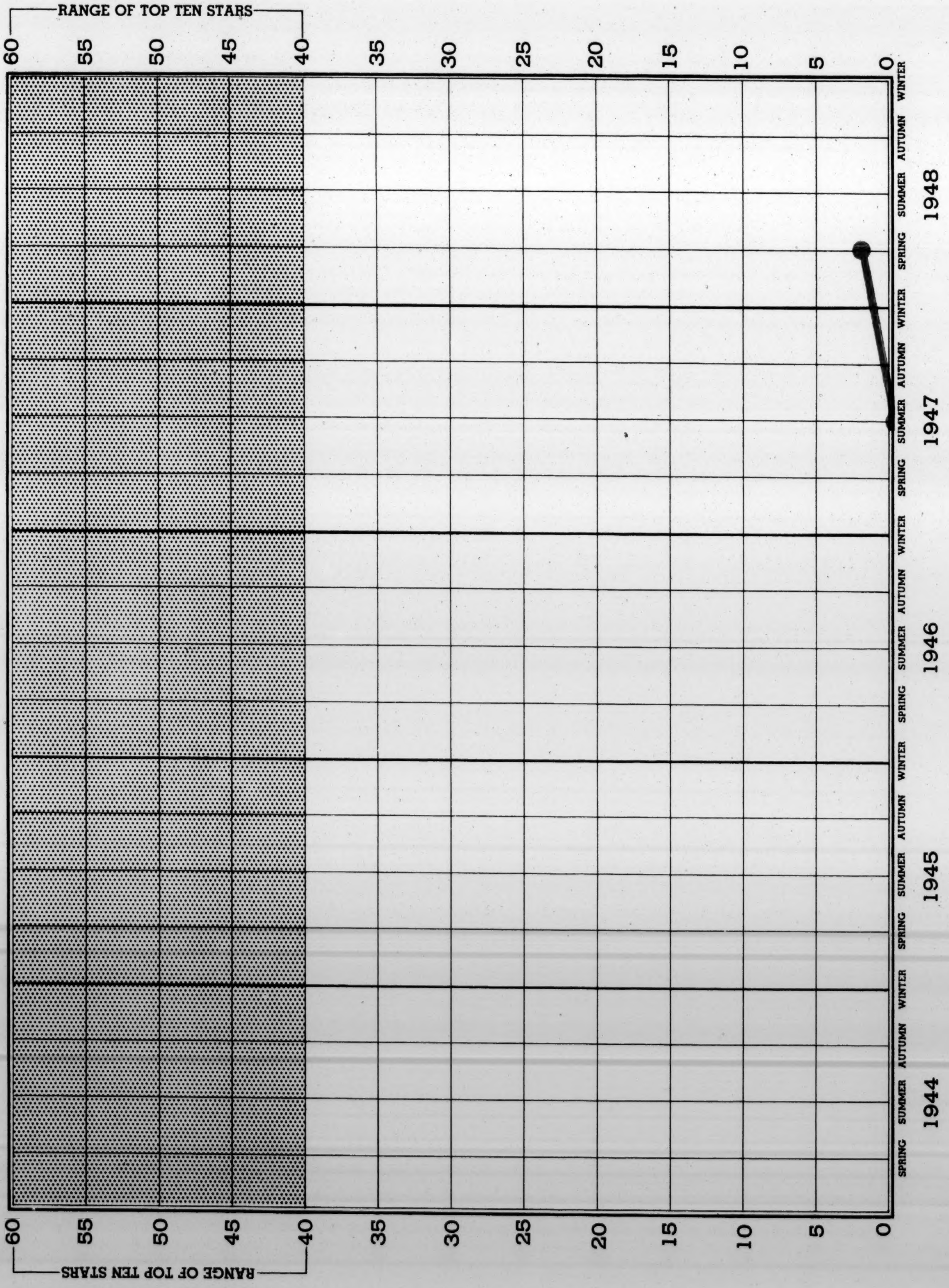

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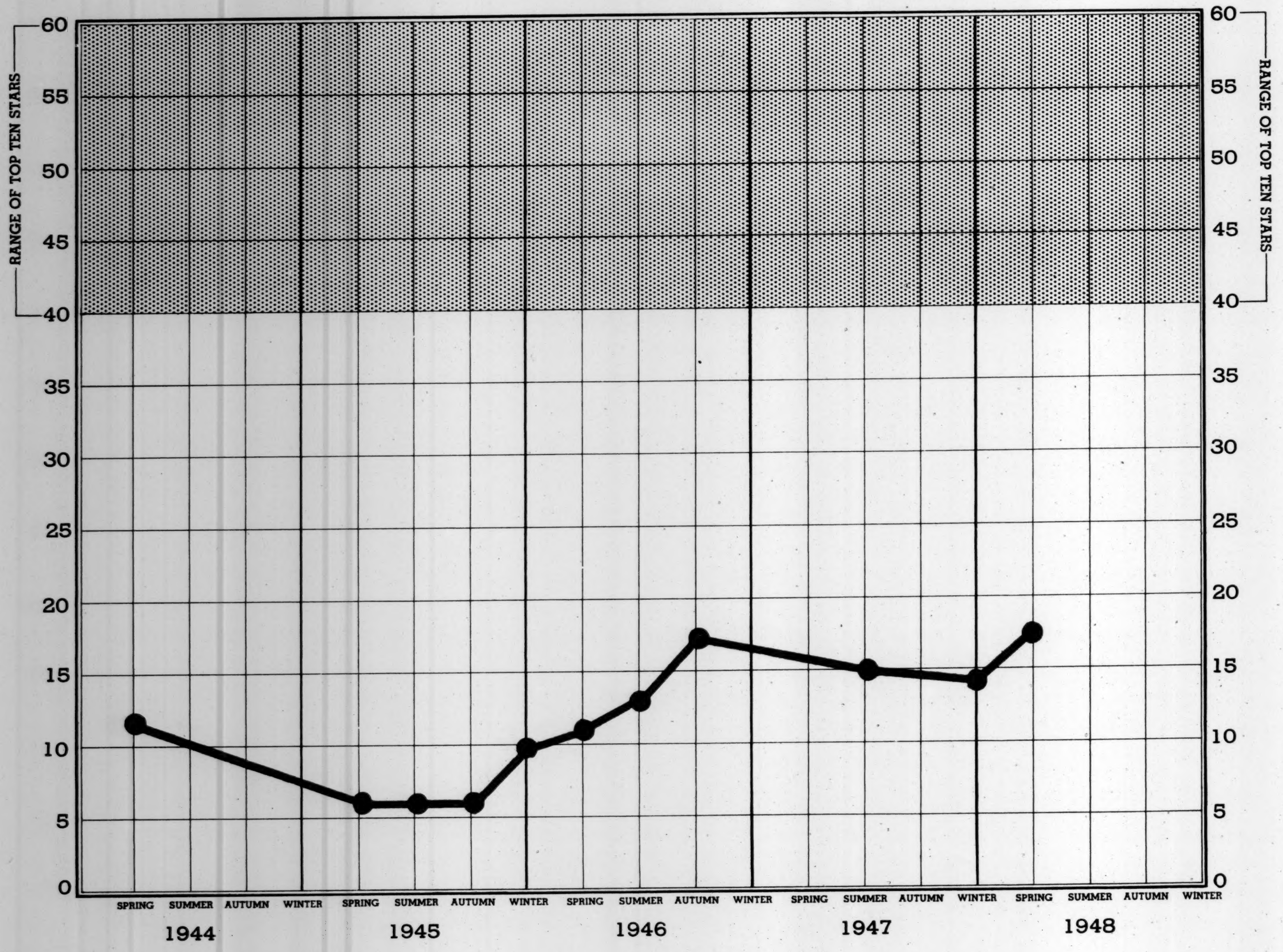

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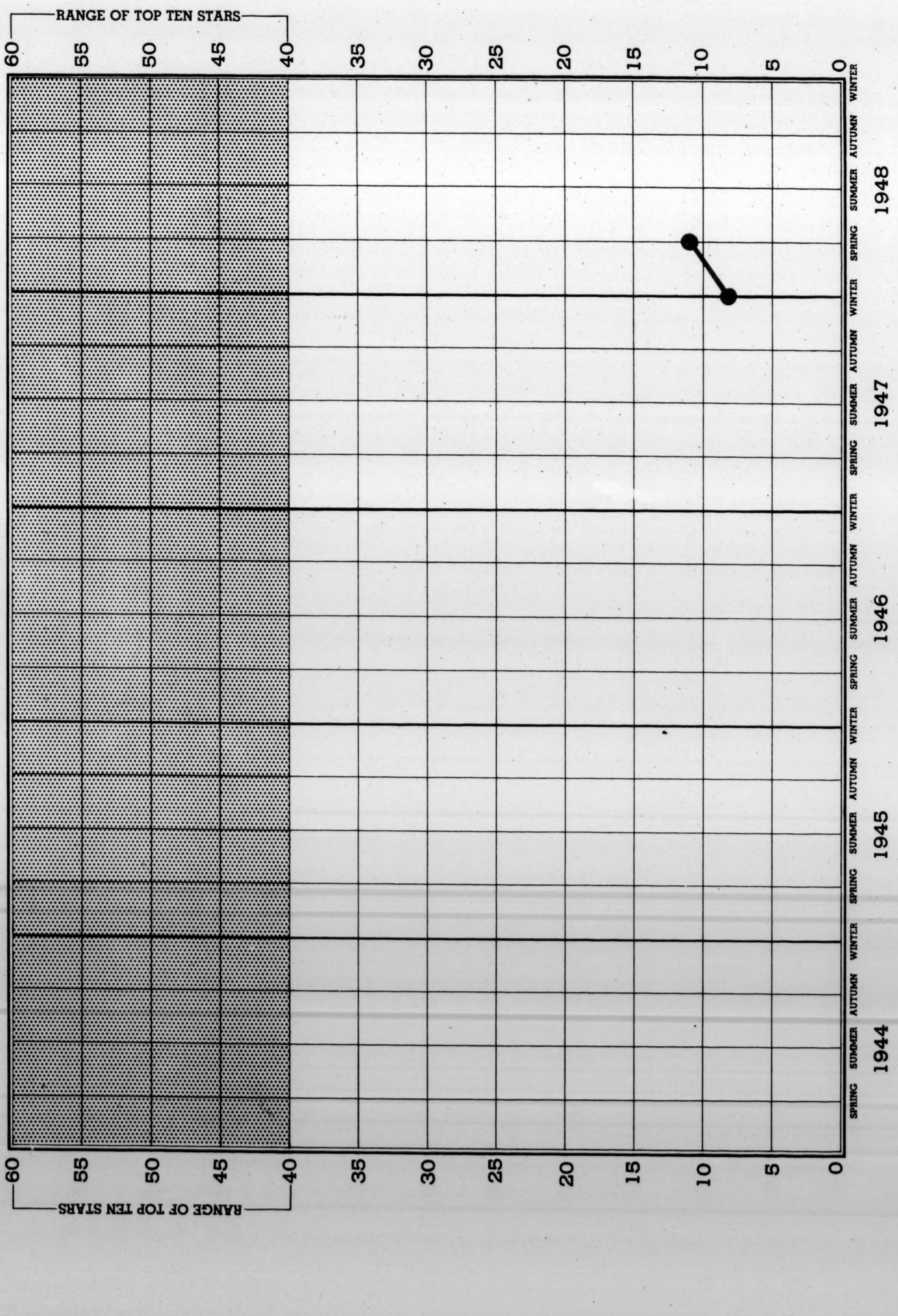

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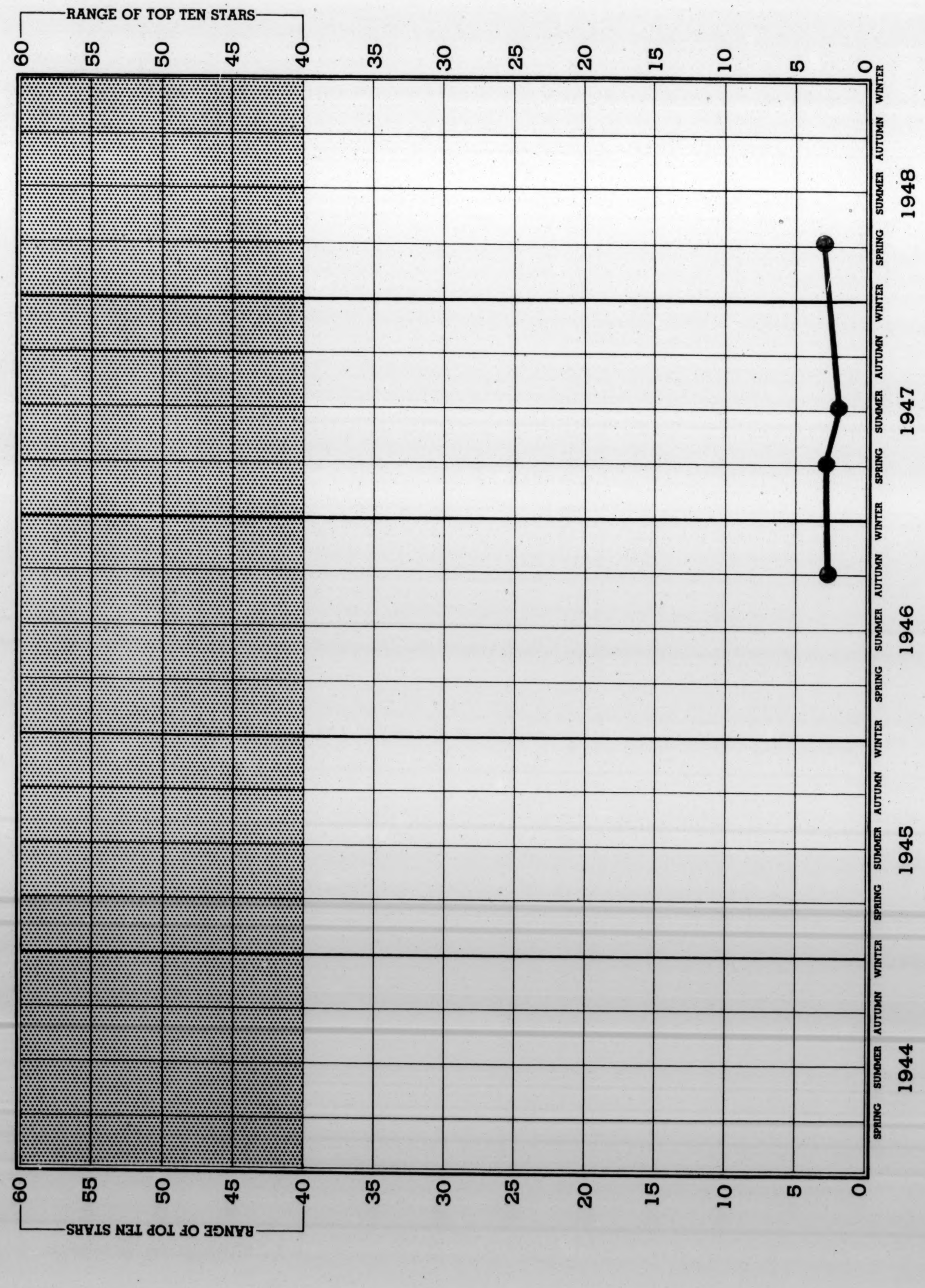
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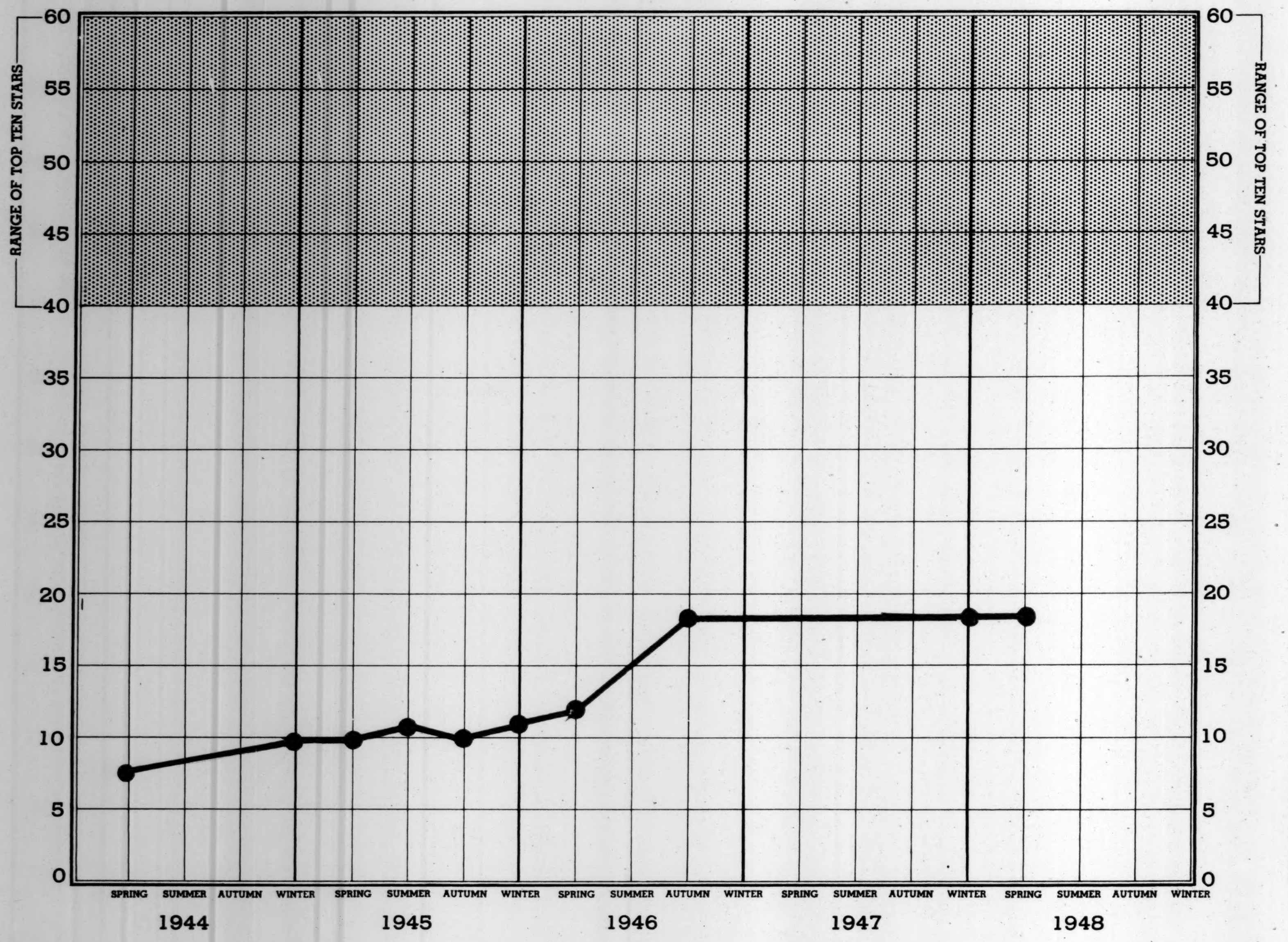

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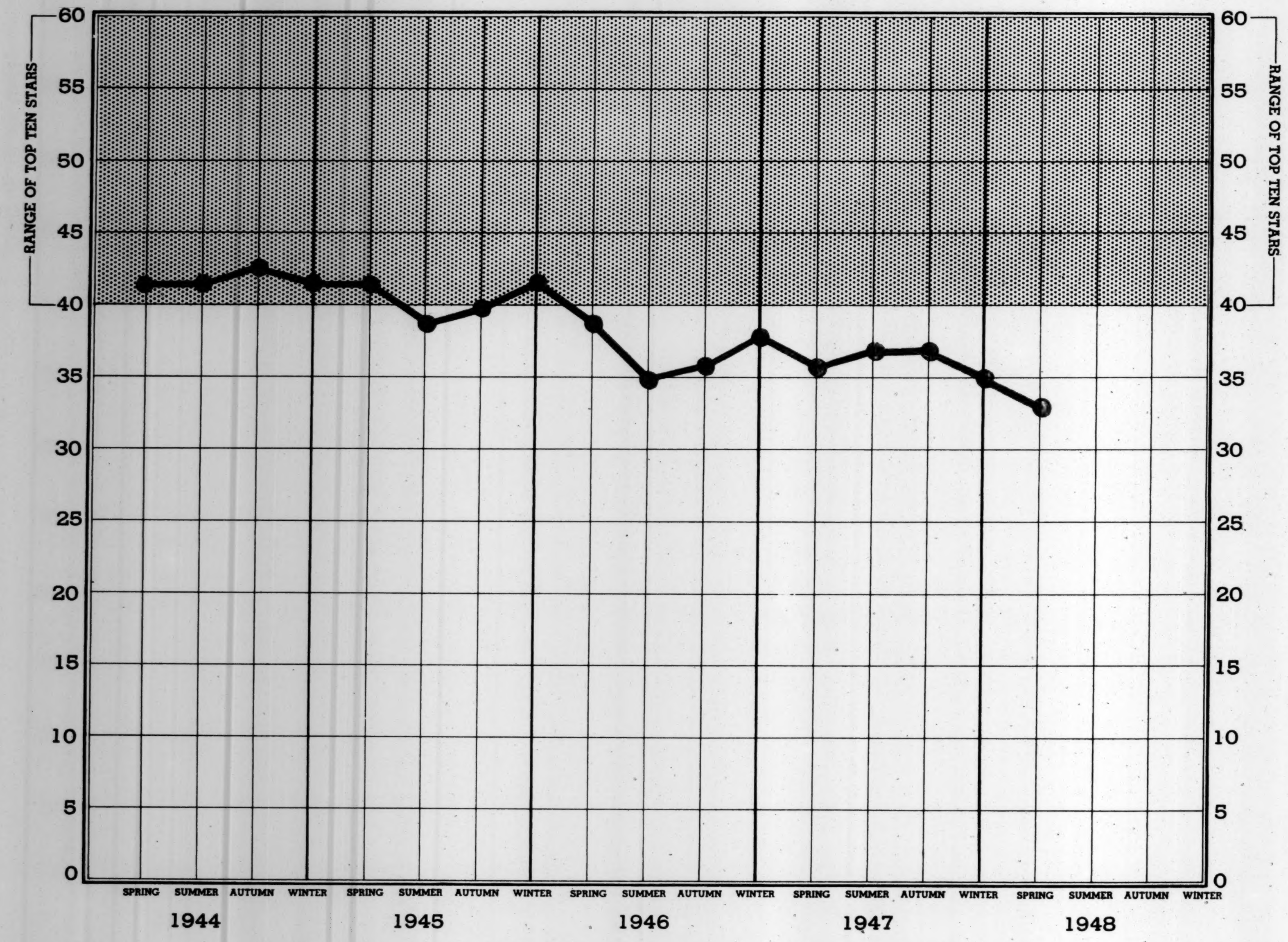
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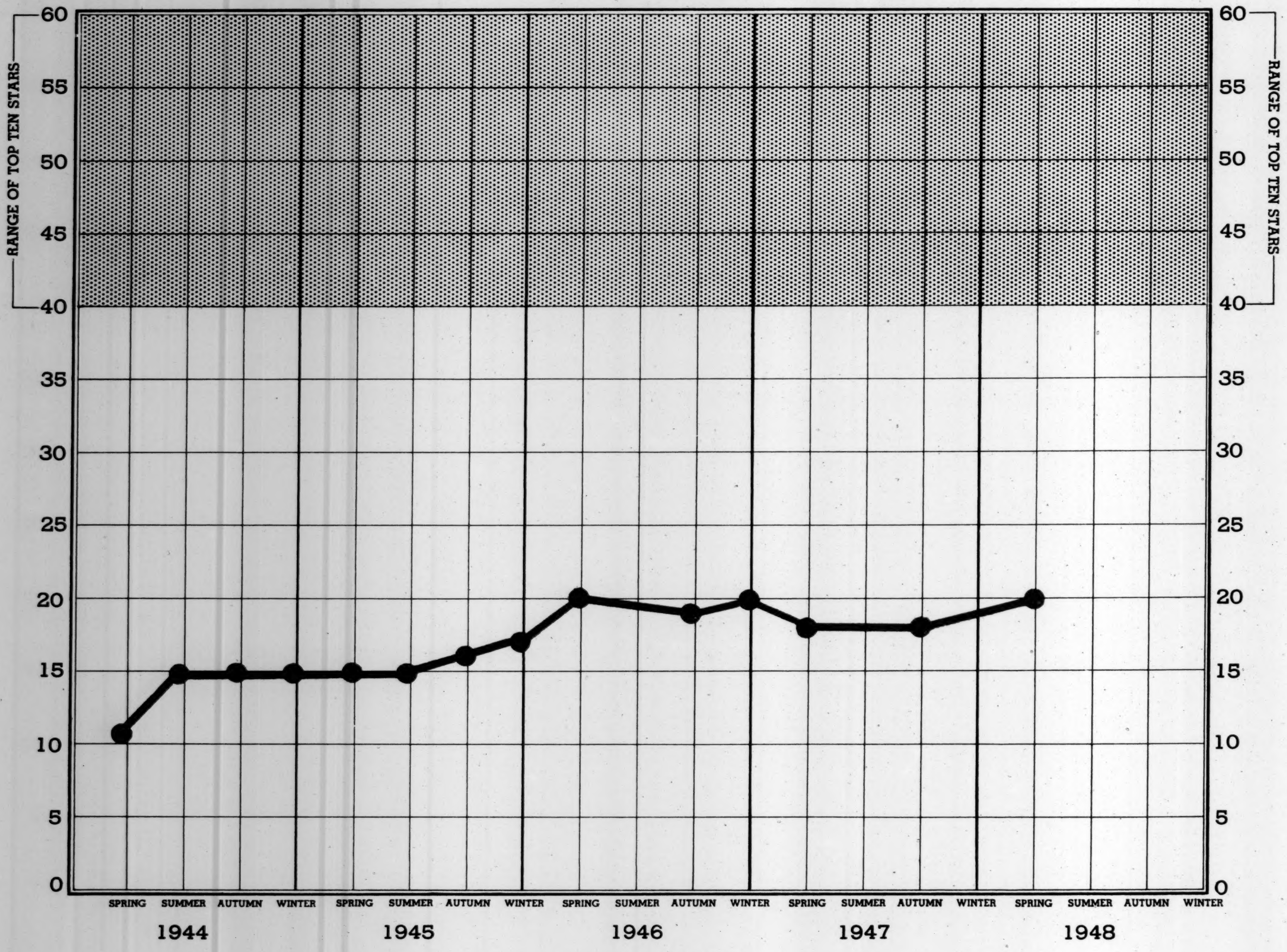
Joan DAVIS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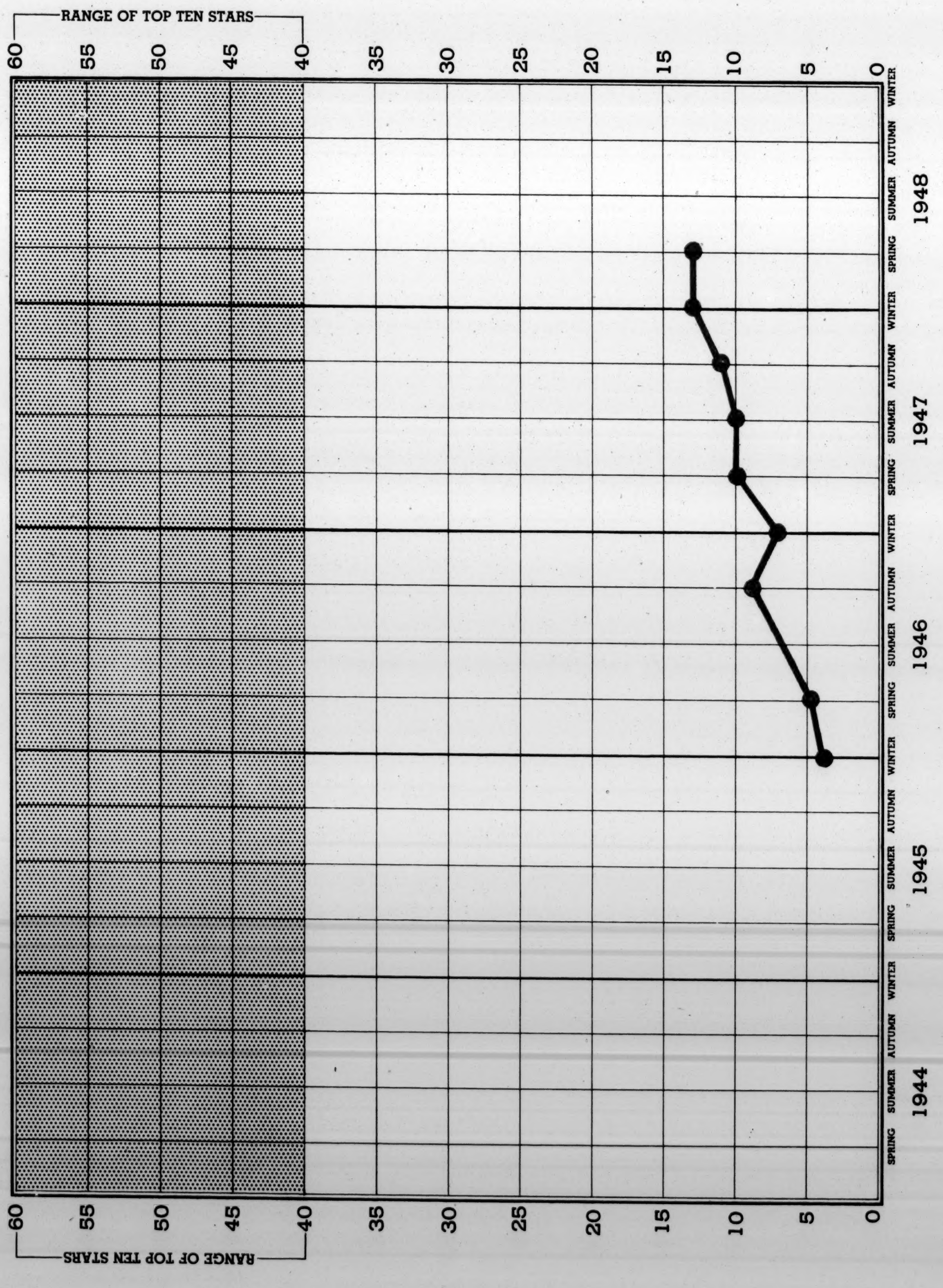

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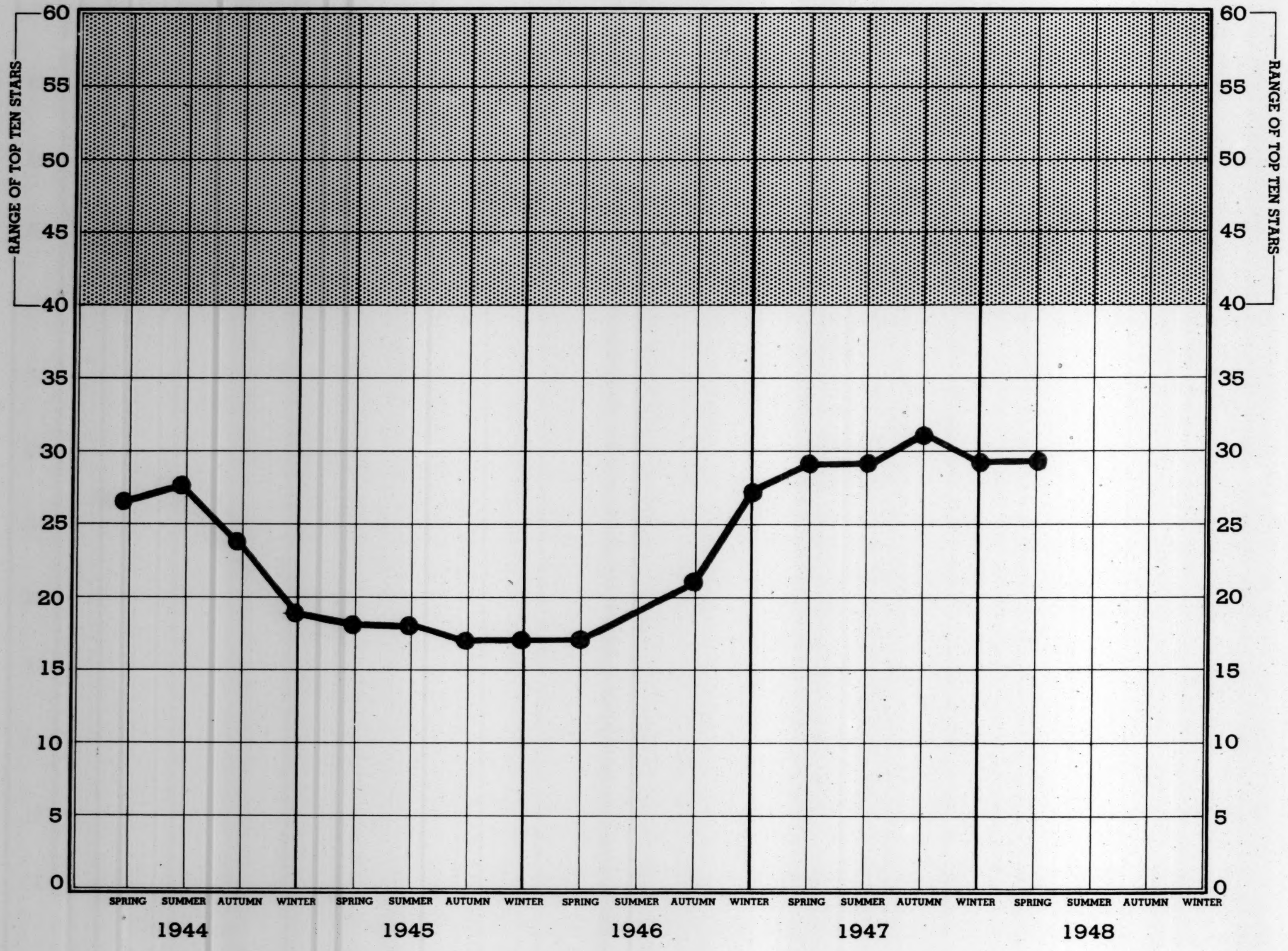

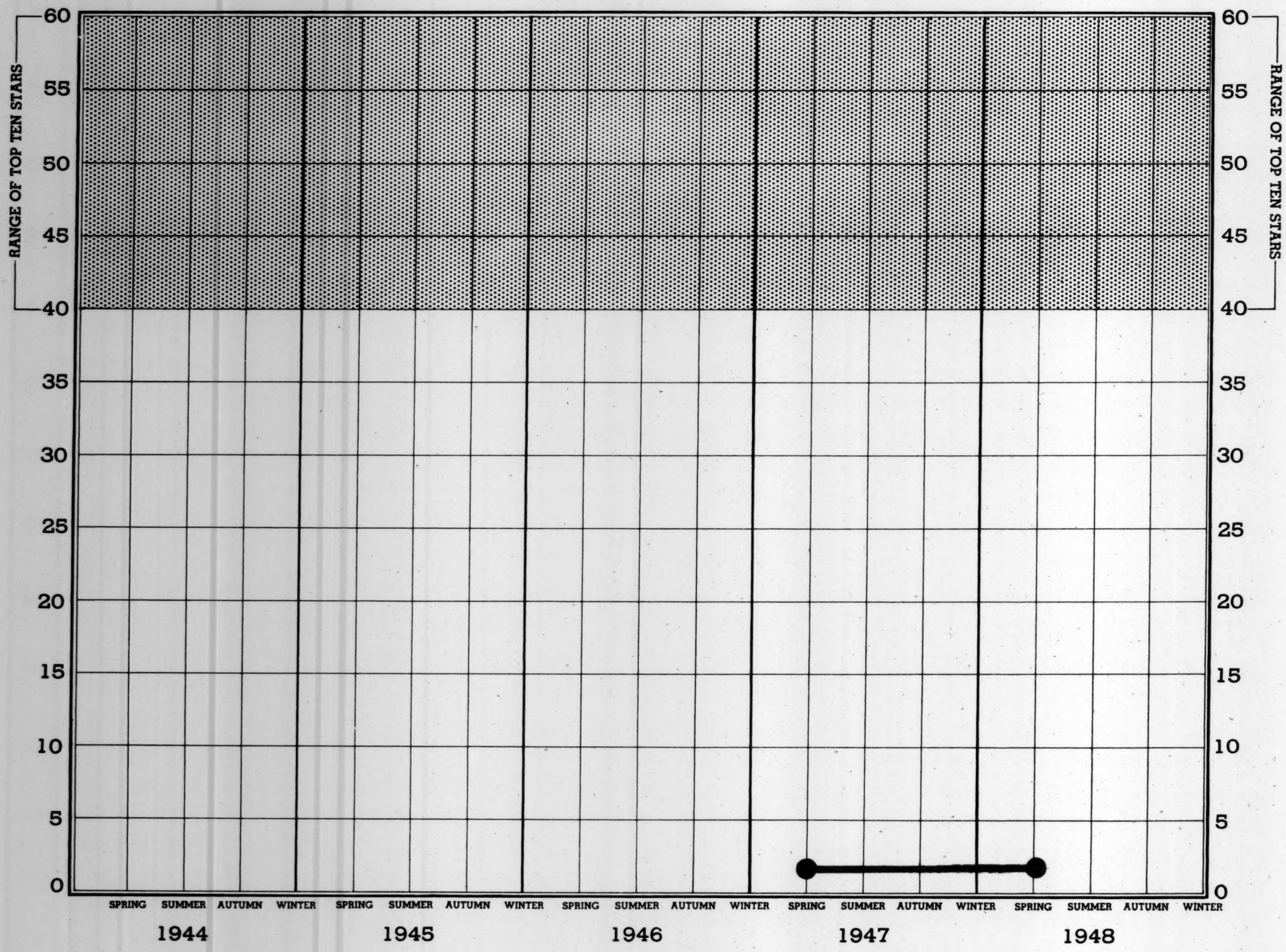

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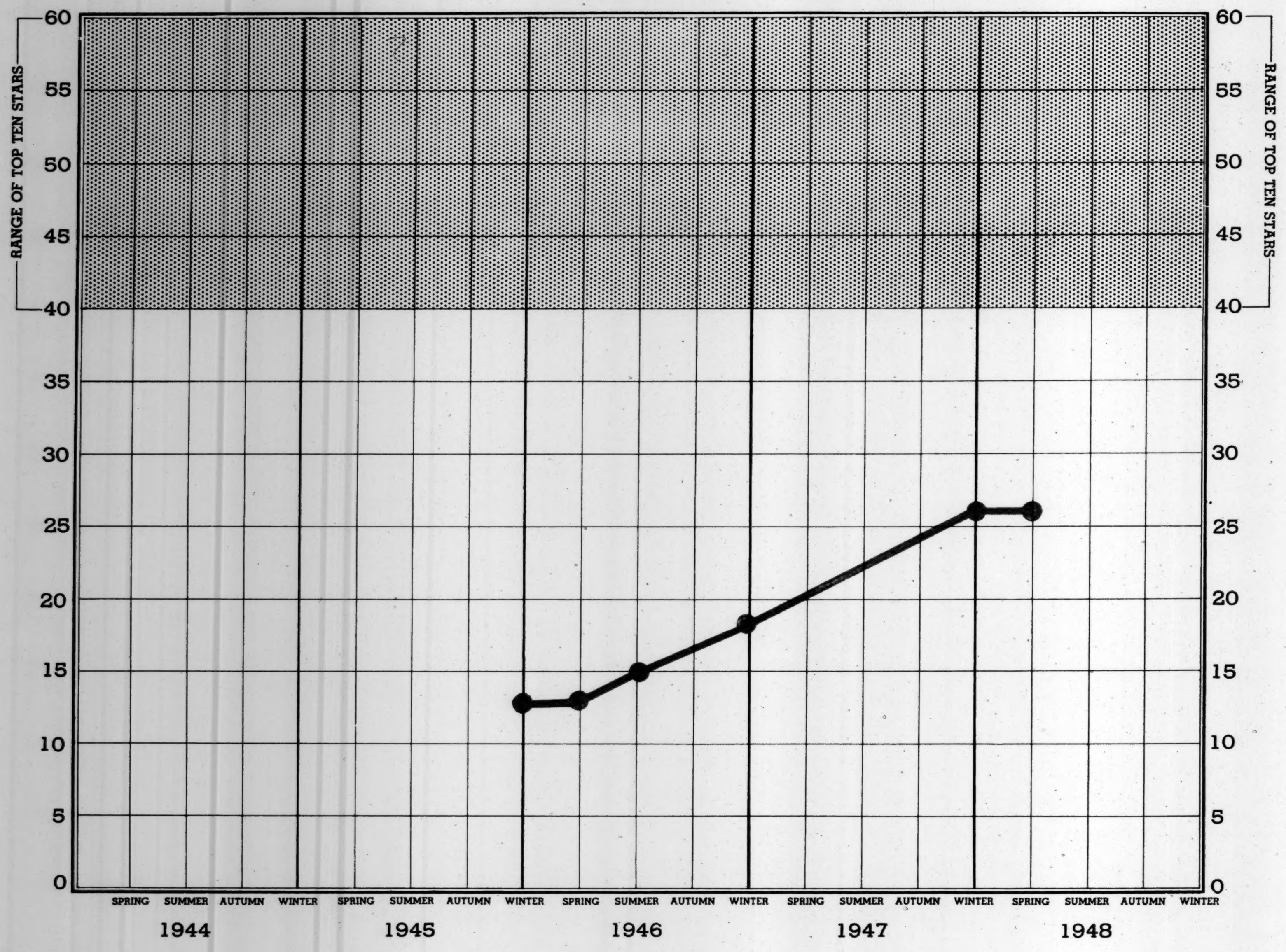

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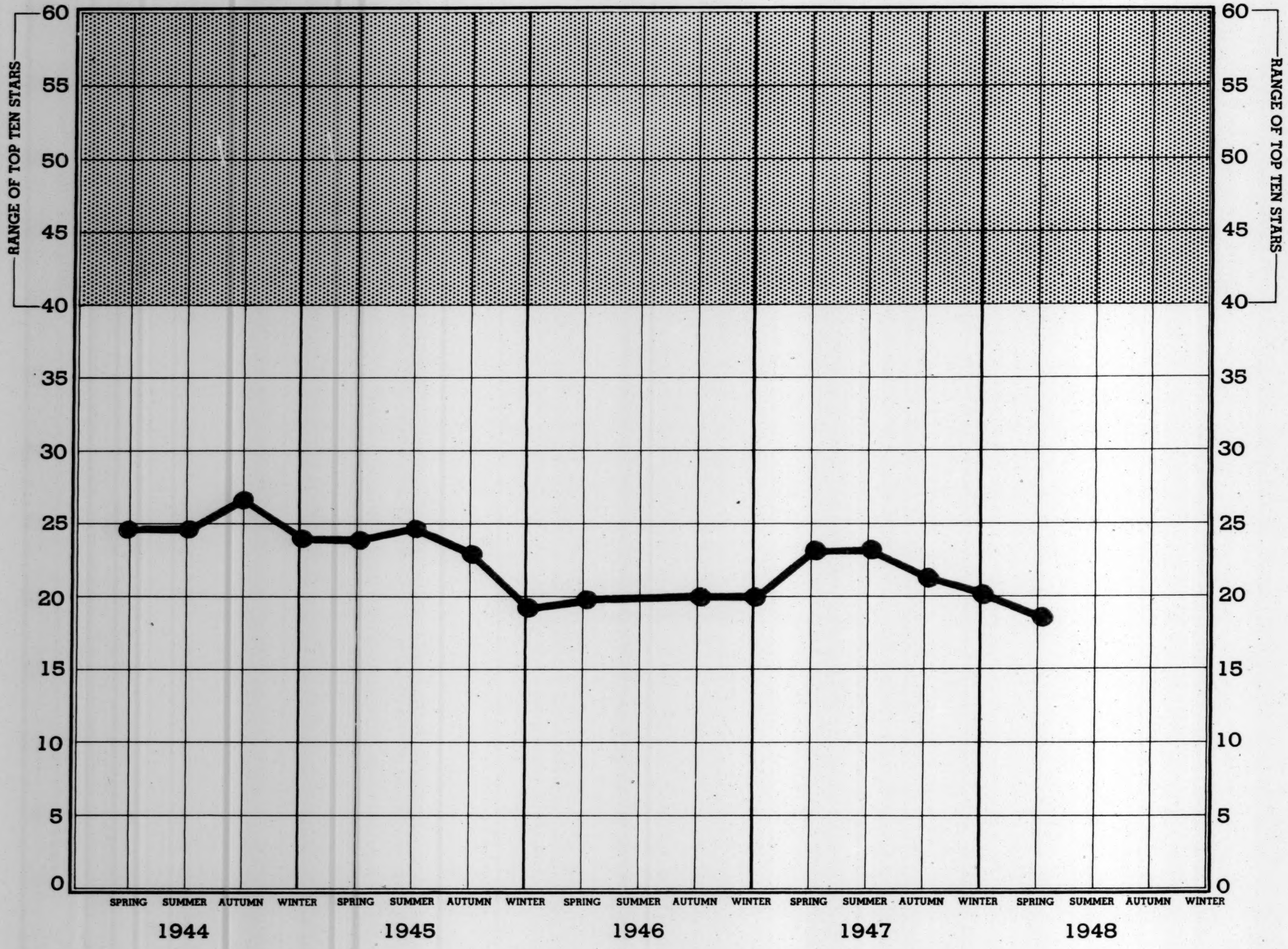

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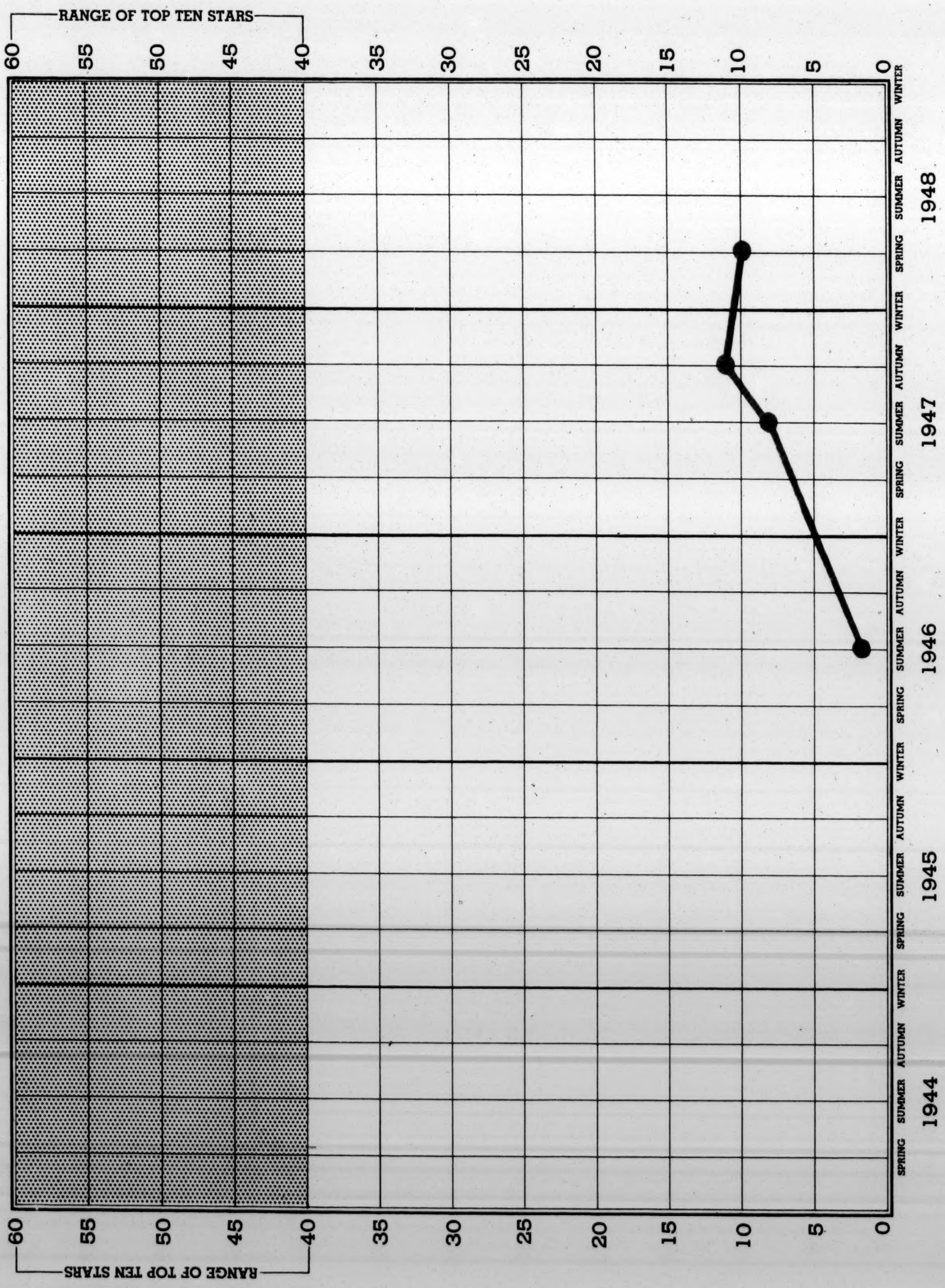
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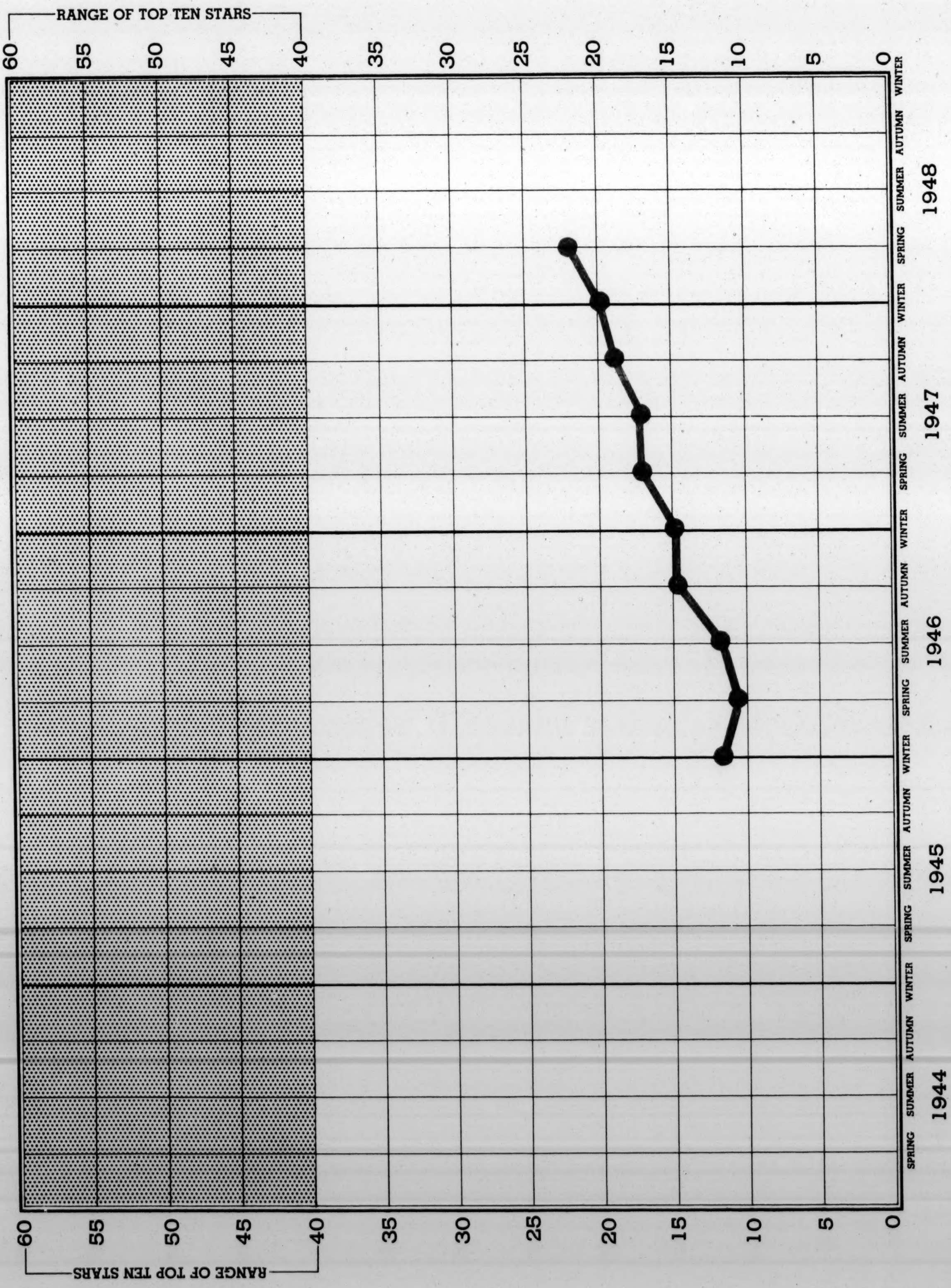

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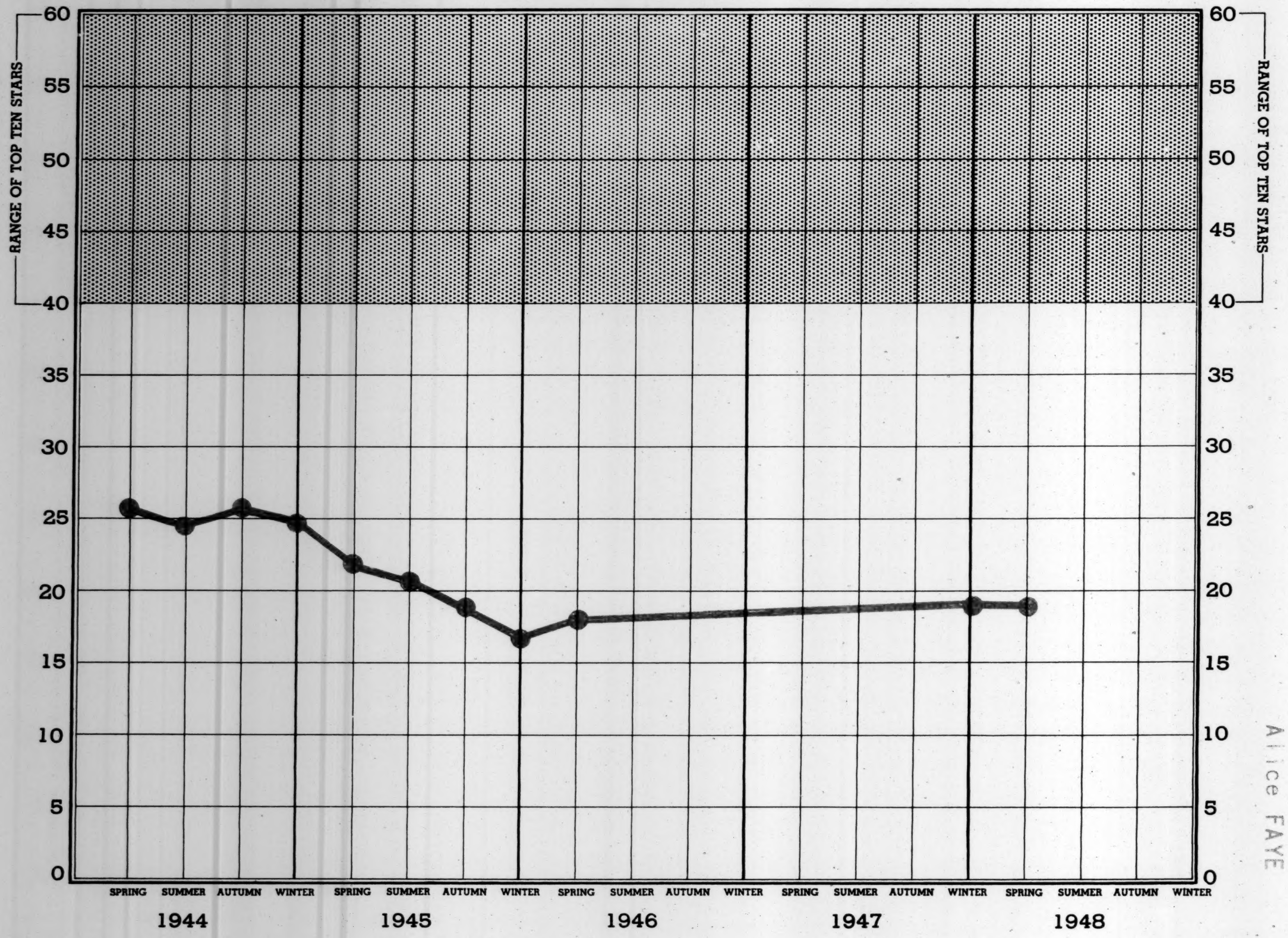
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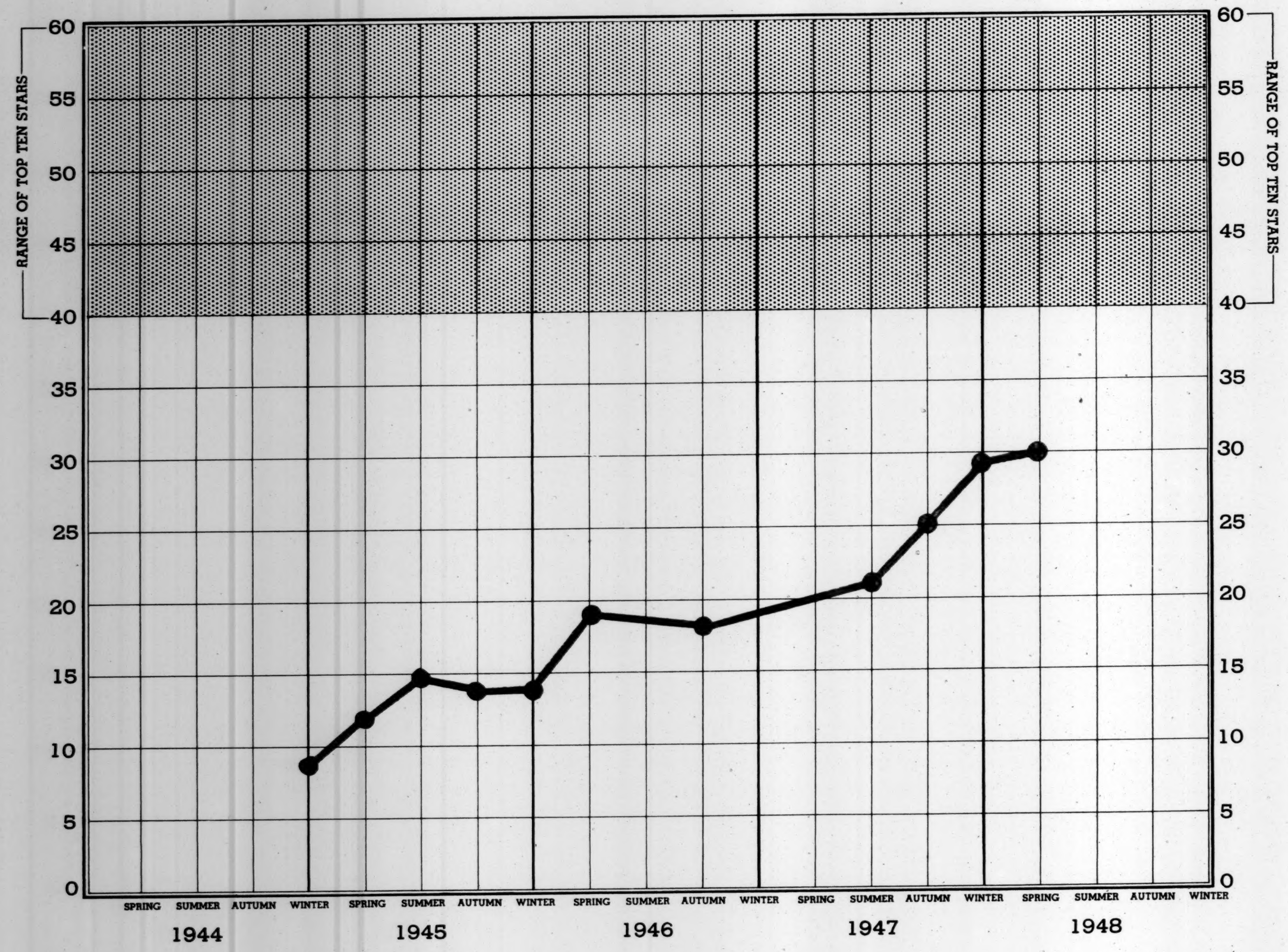

Barry FITZGERALD

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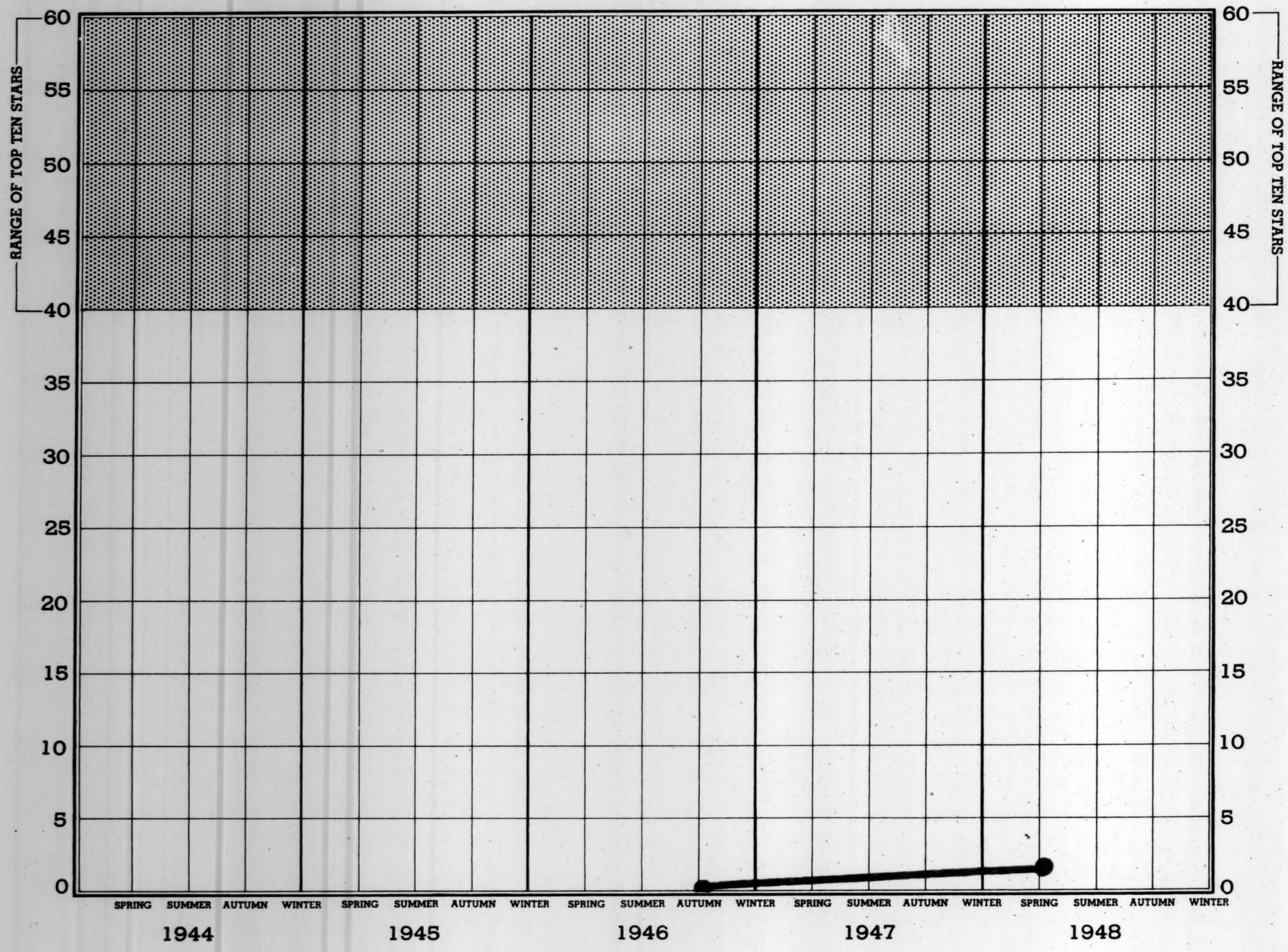
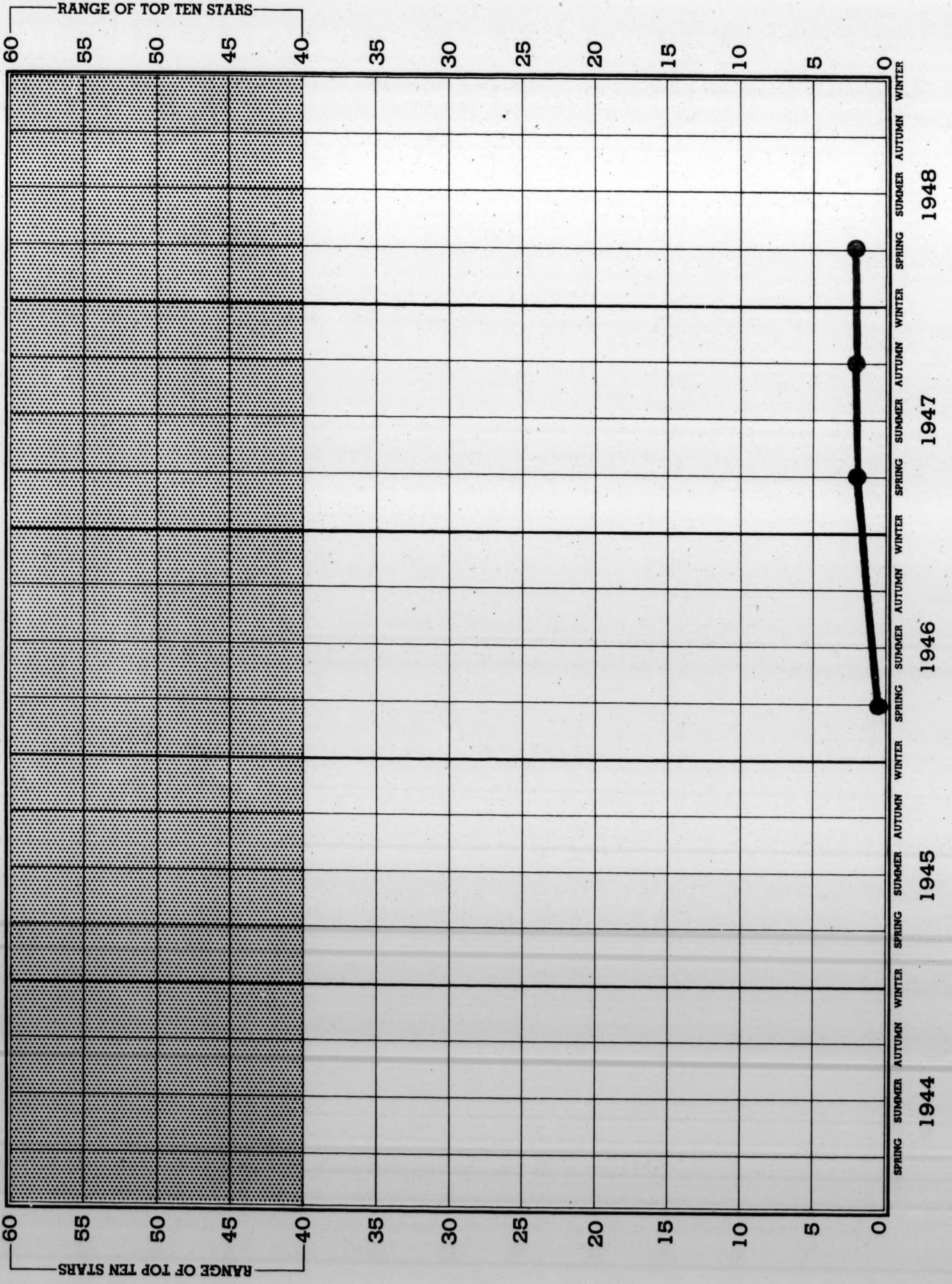


Rhonda FLEMING

Nina FOCH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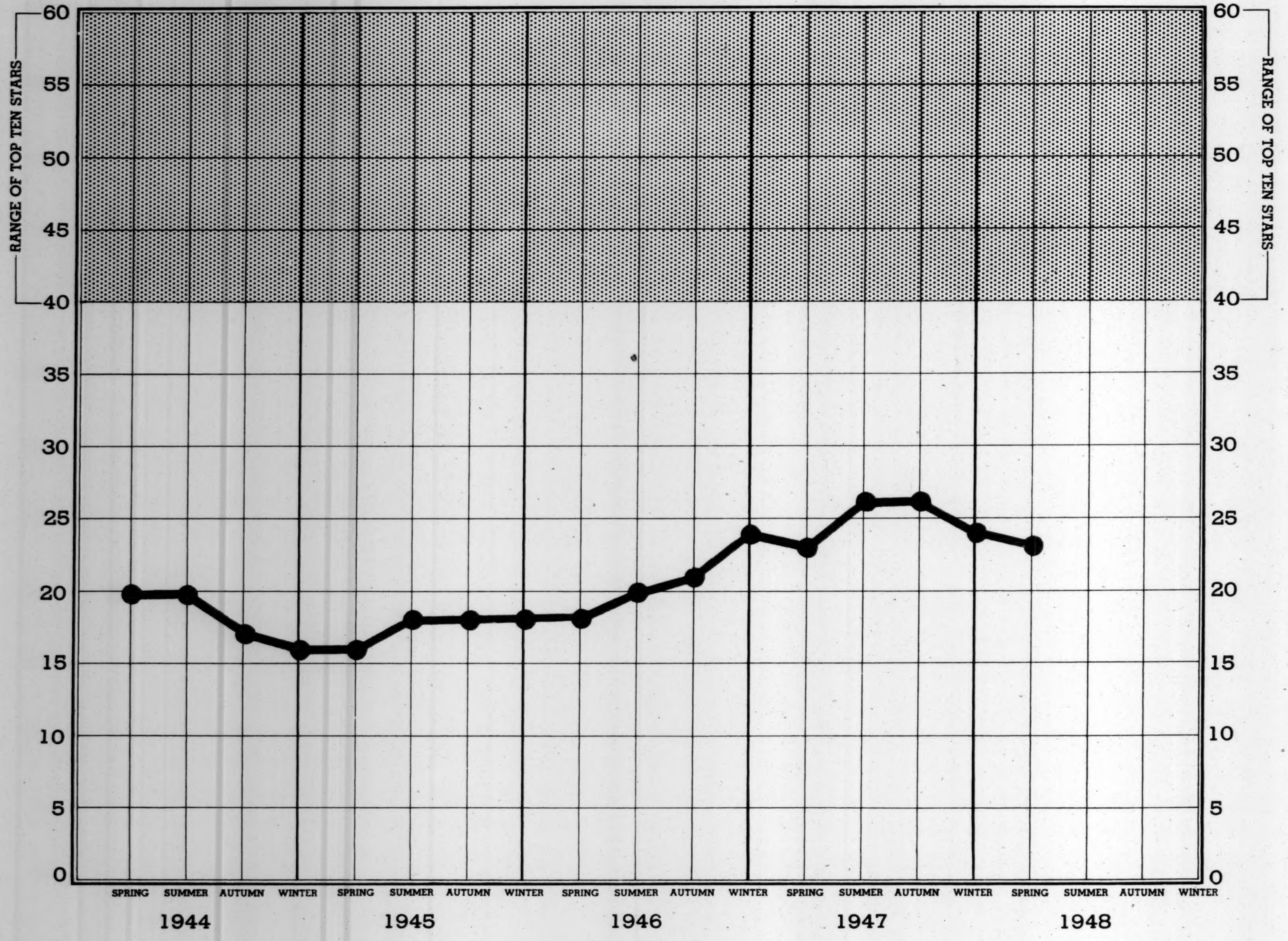

Joan FONTAINE

Clark GABLE

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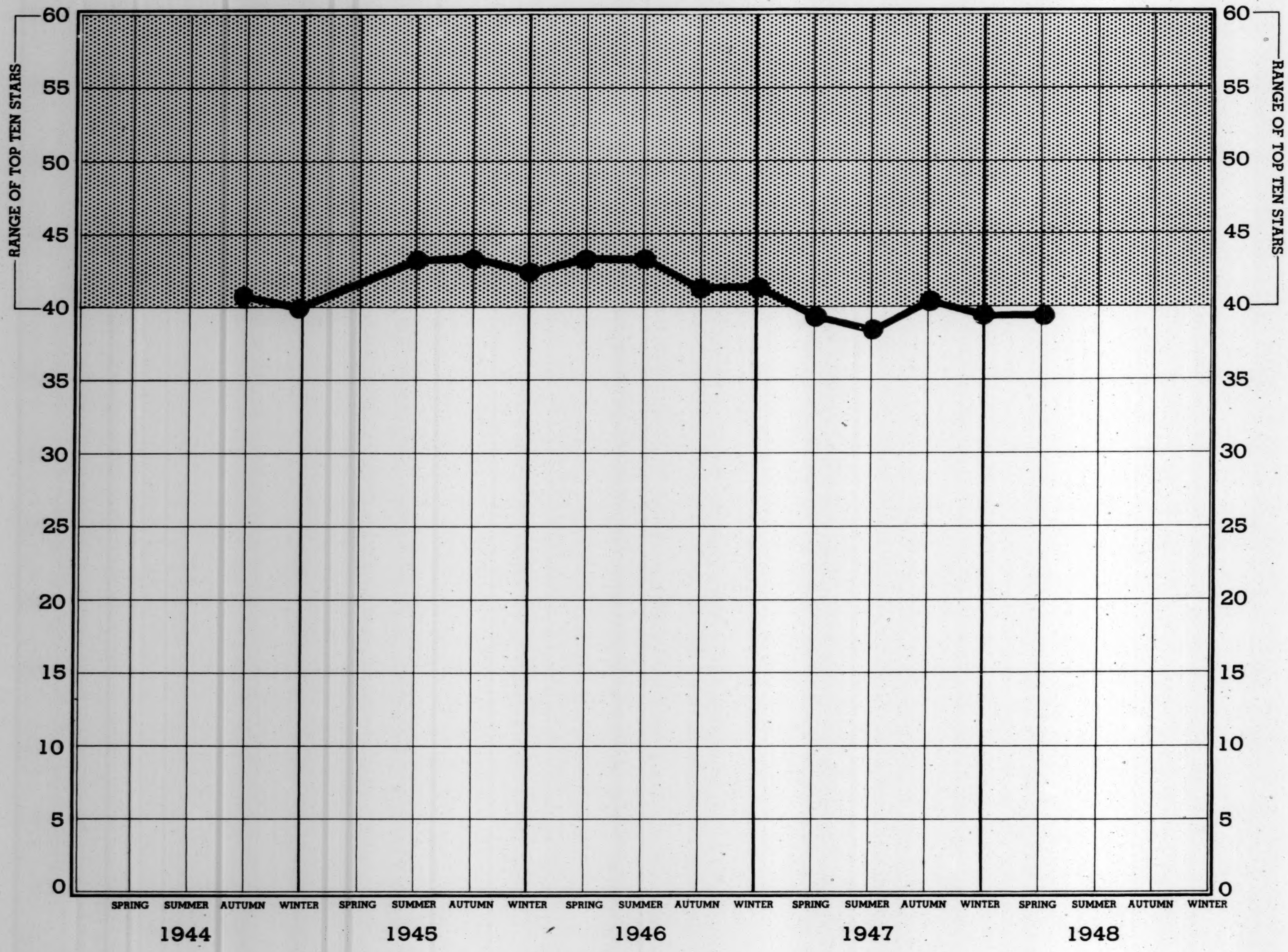
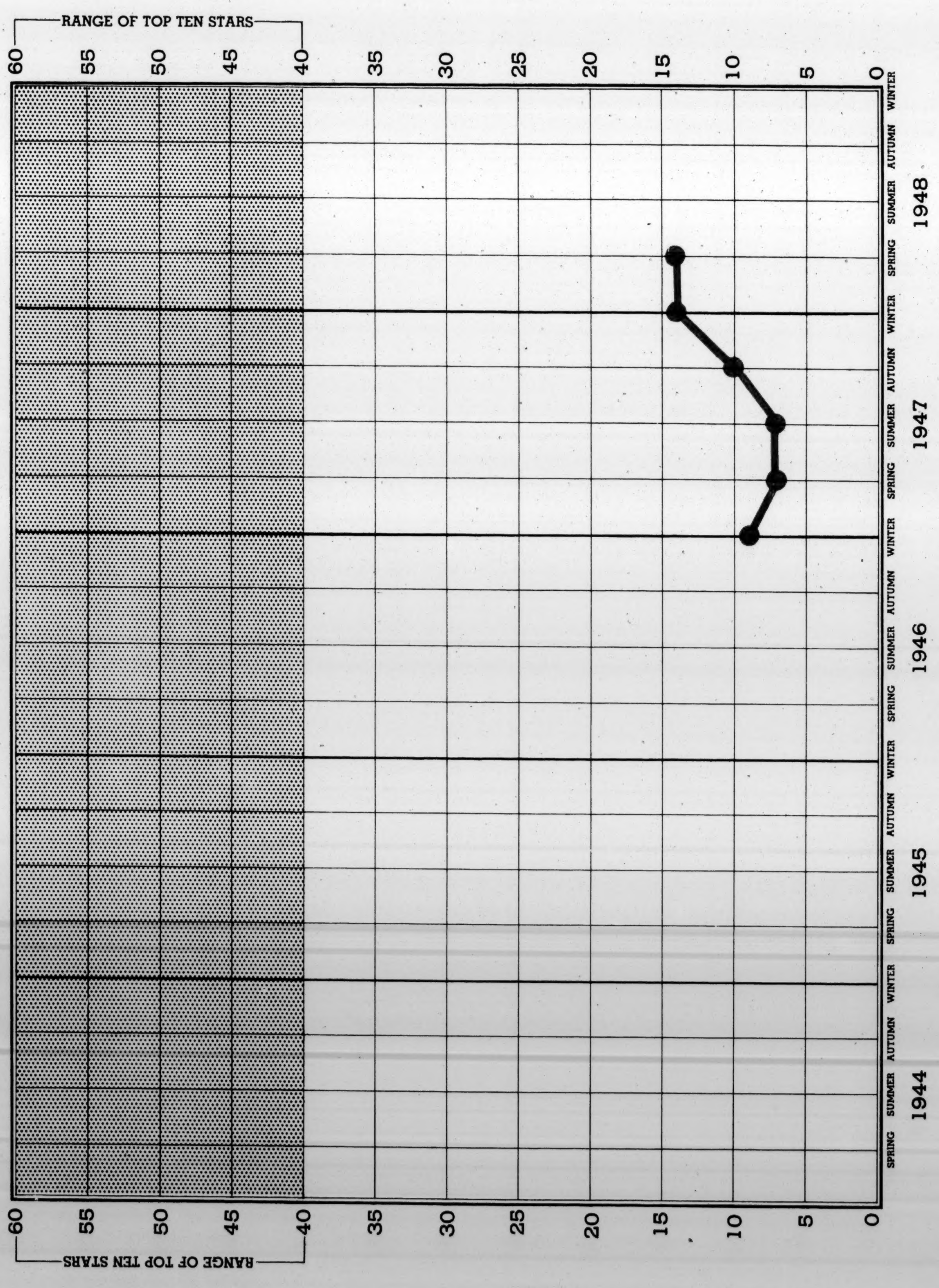


Ava GARDNER



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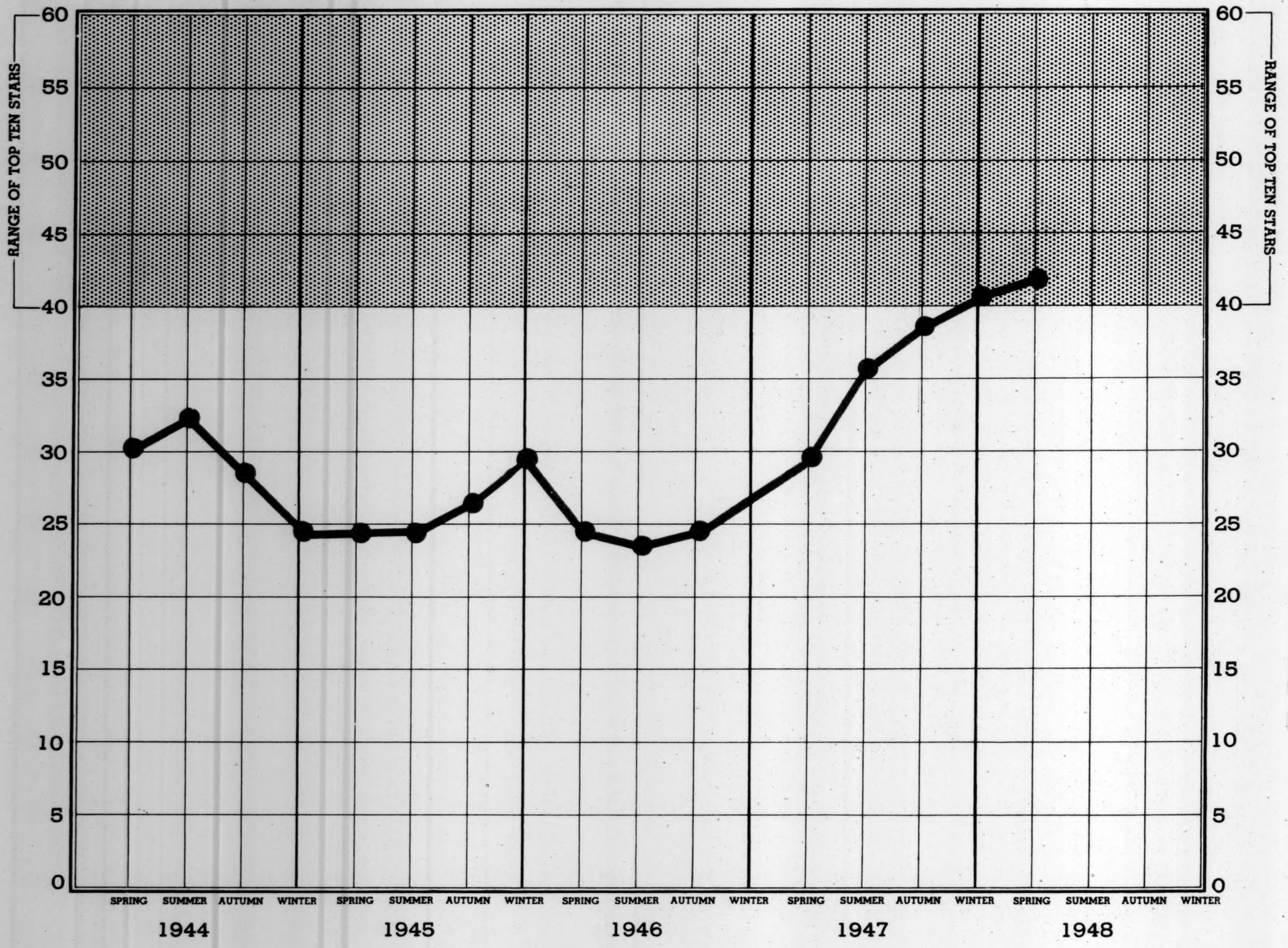
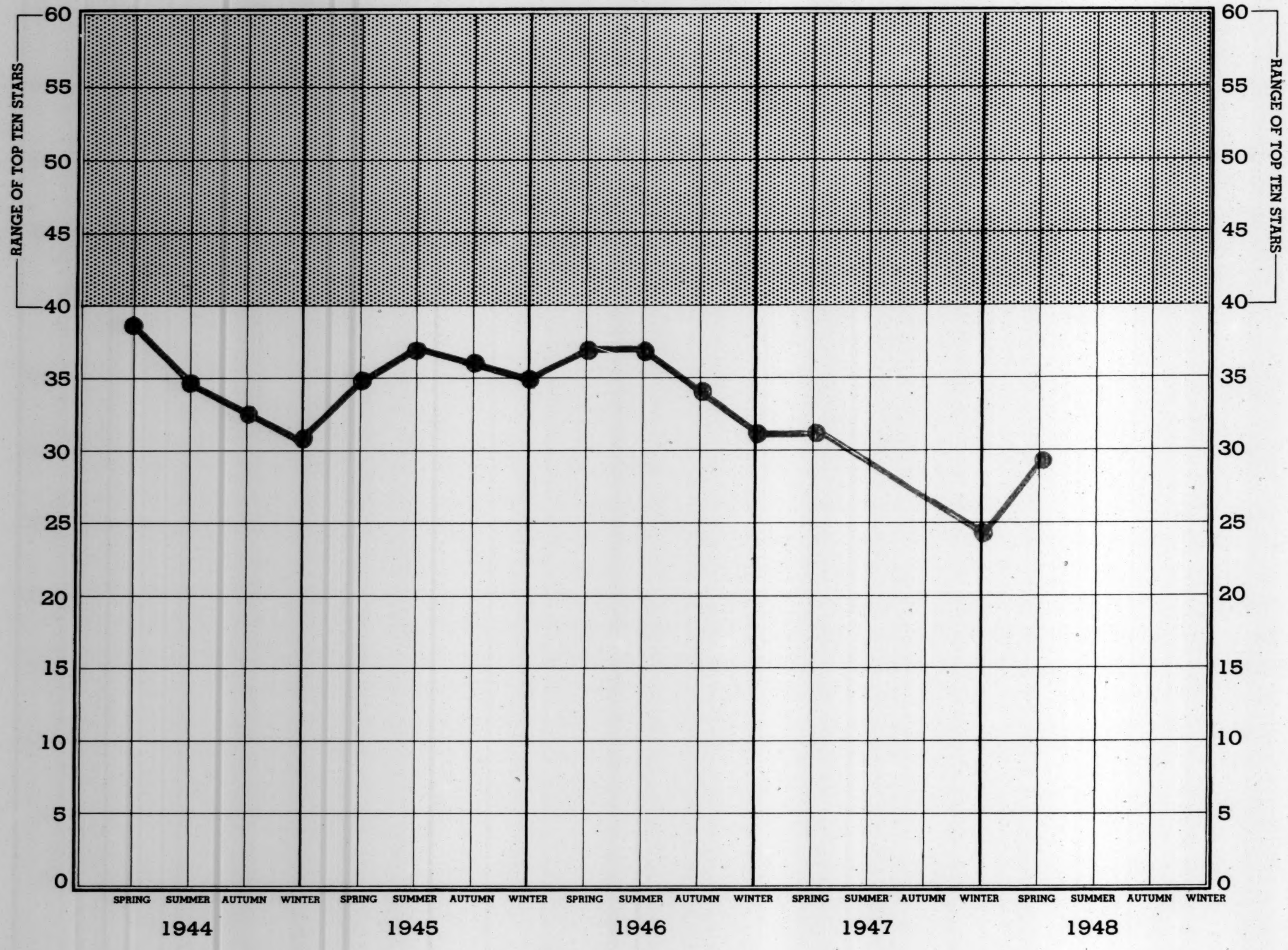
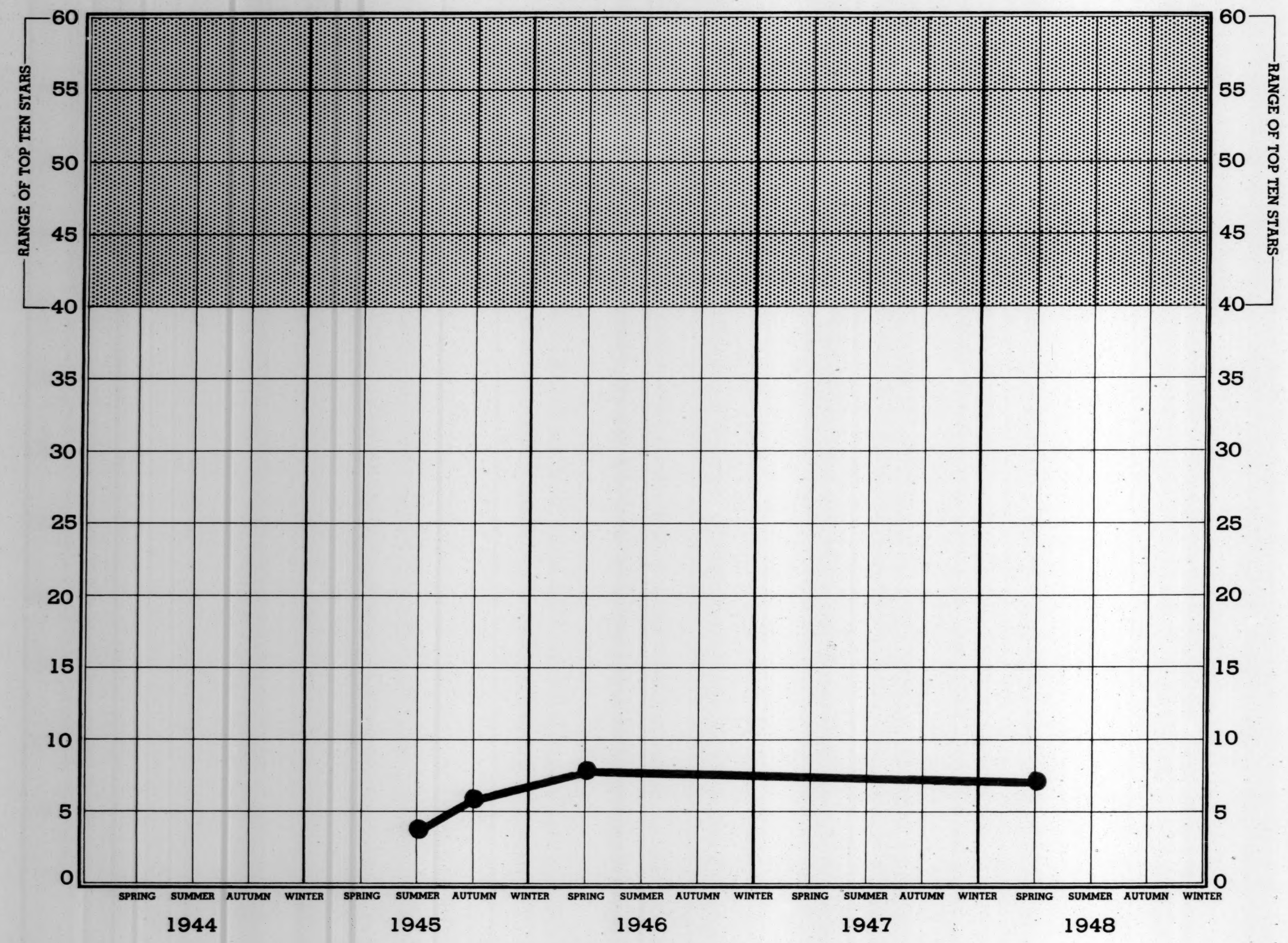


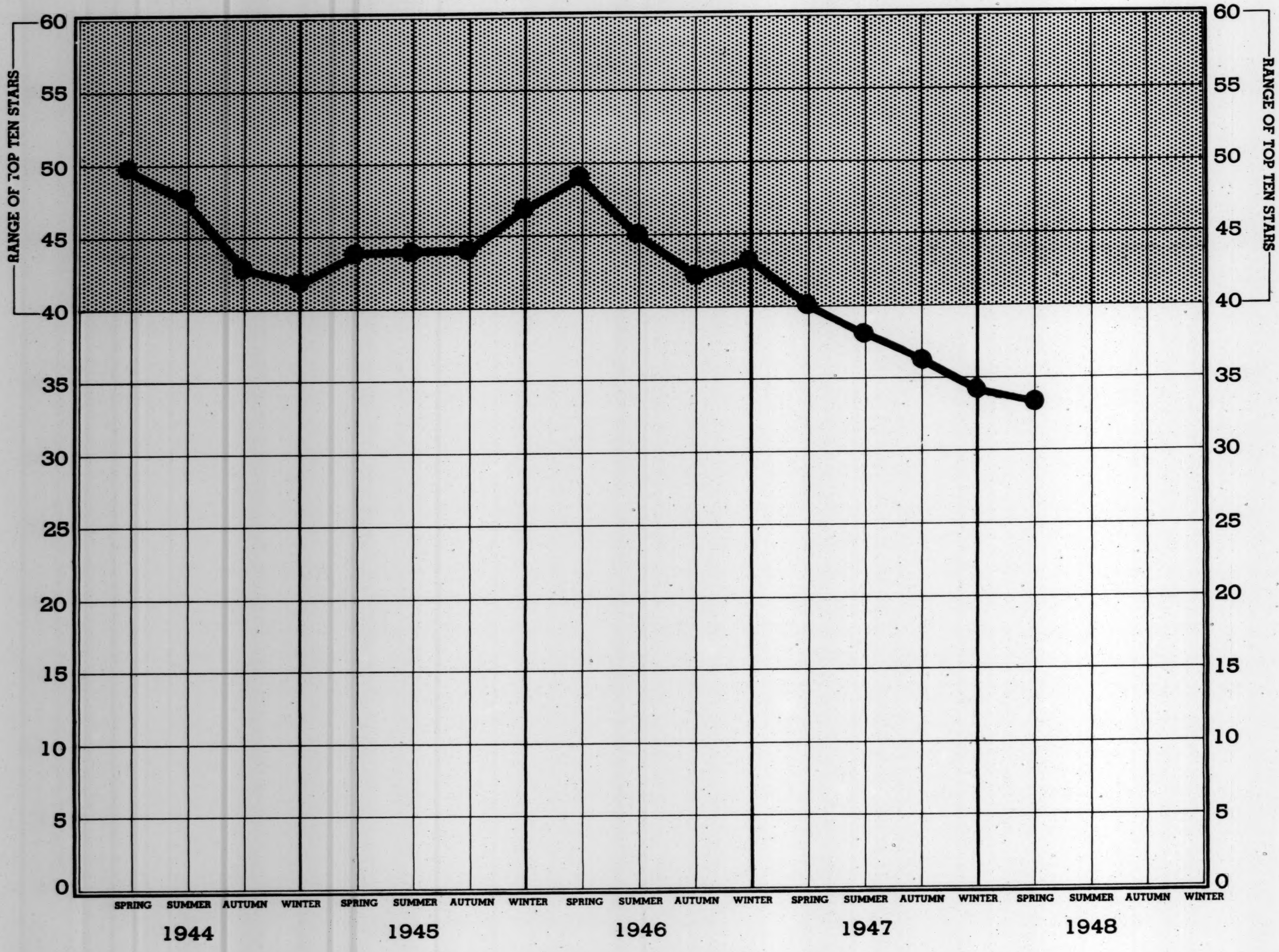
John GARFIELD



Judy GARLAND

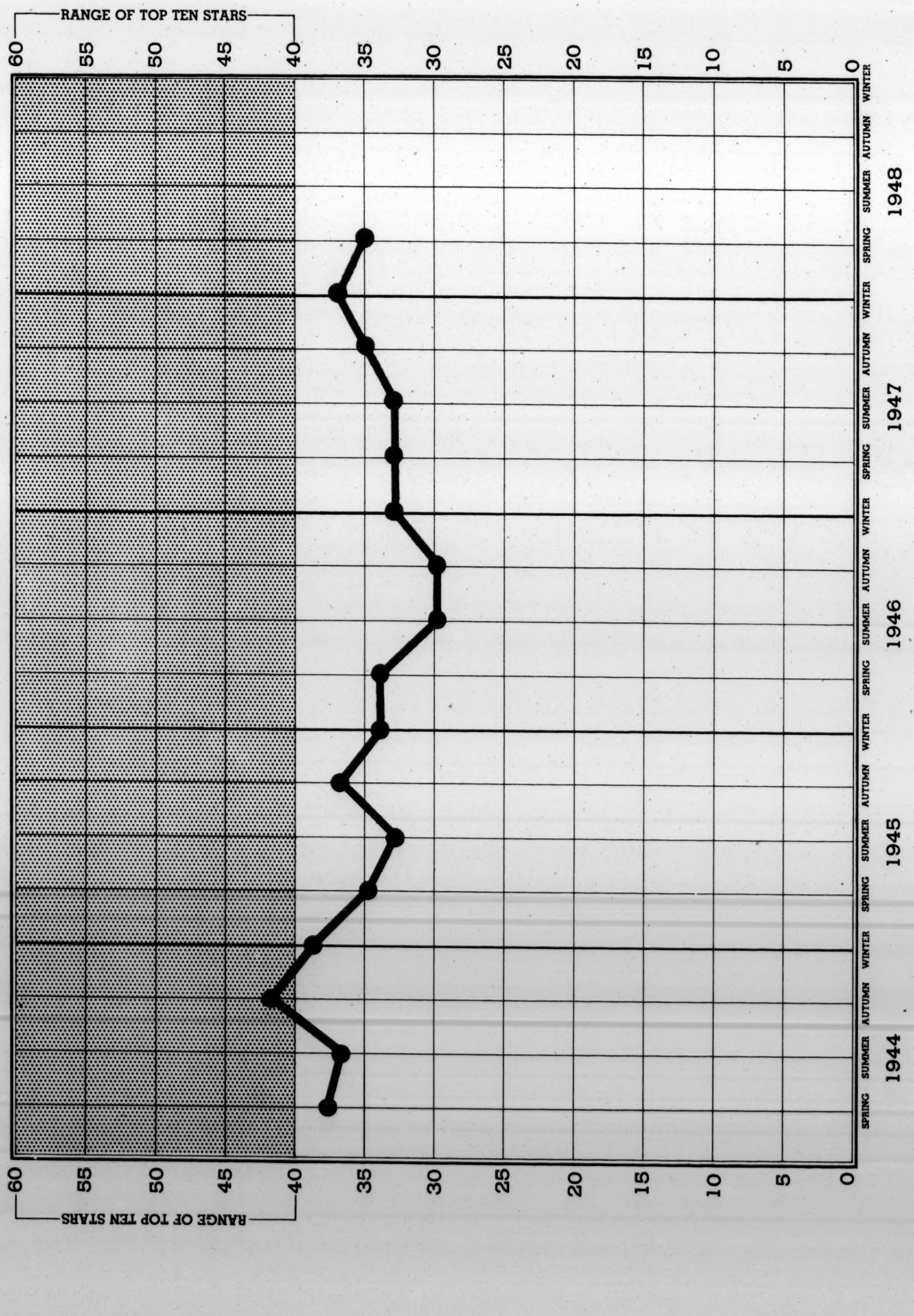
Peggy Ann GARNER





Greer GARSON

Betty GRABLE



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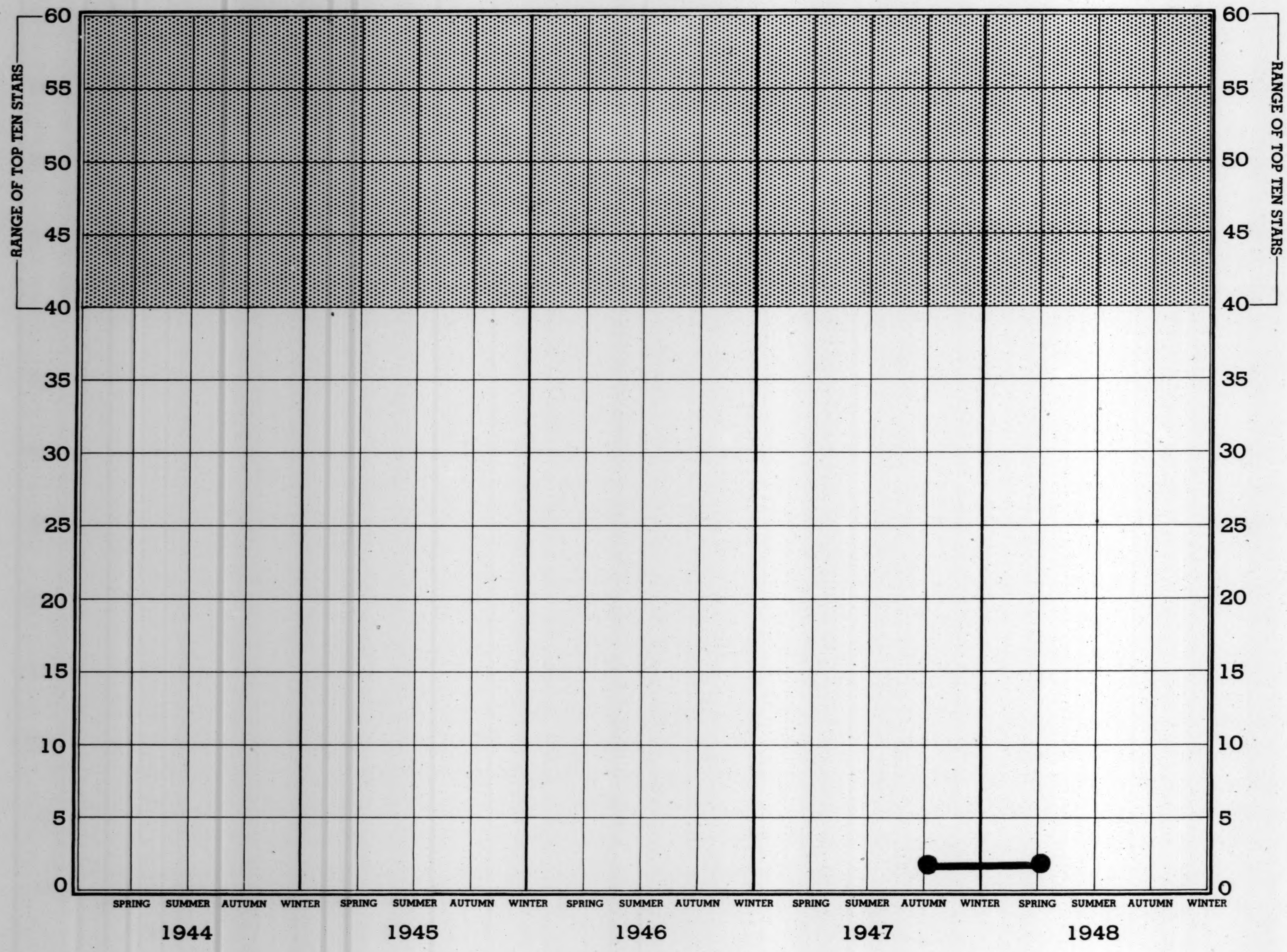

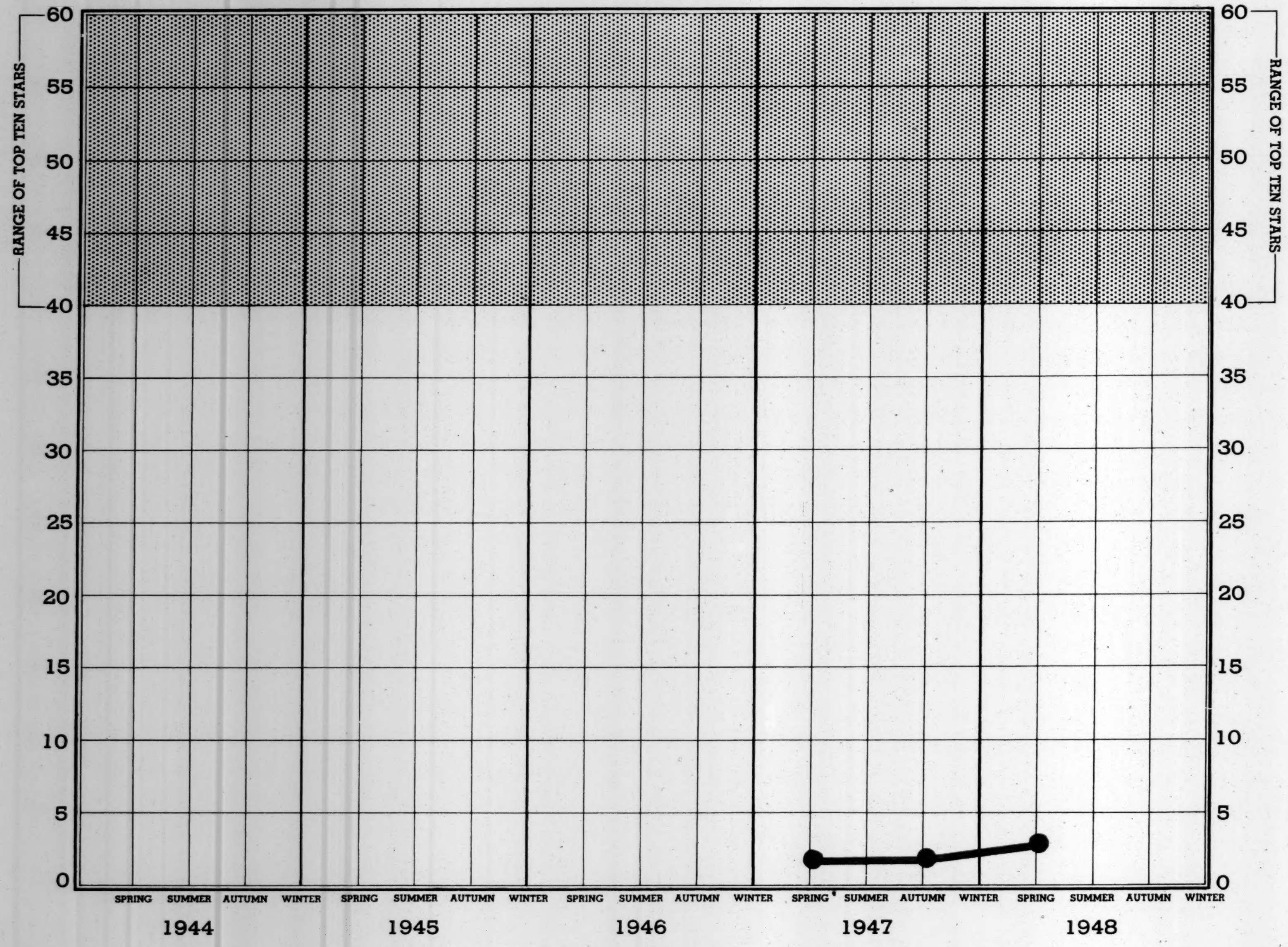

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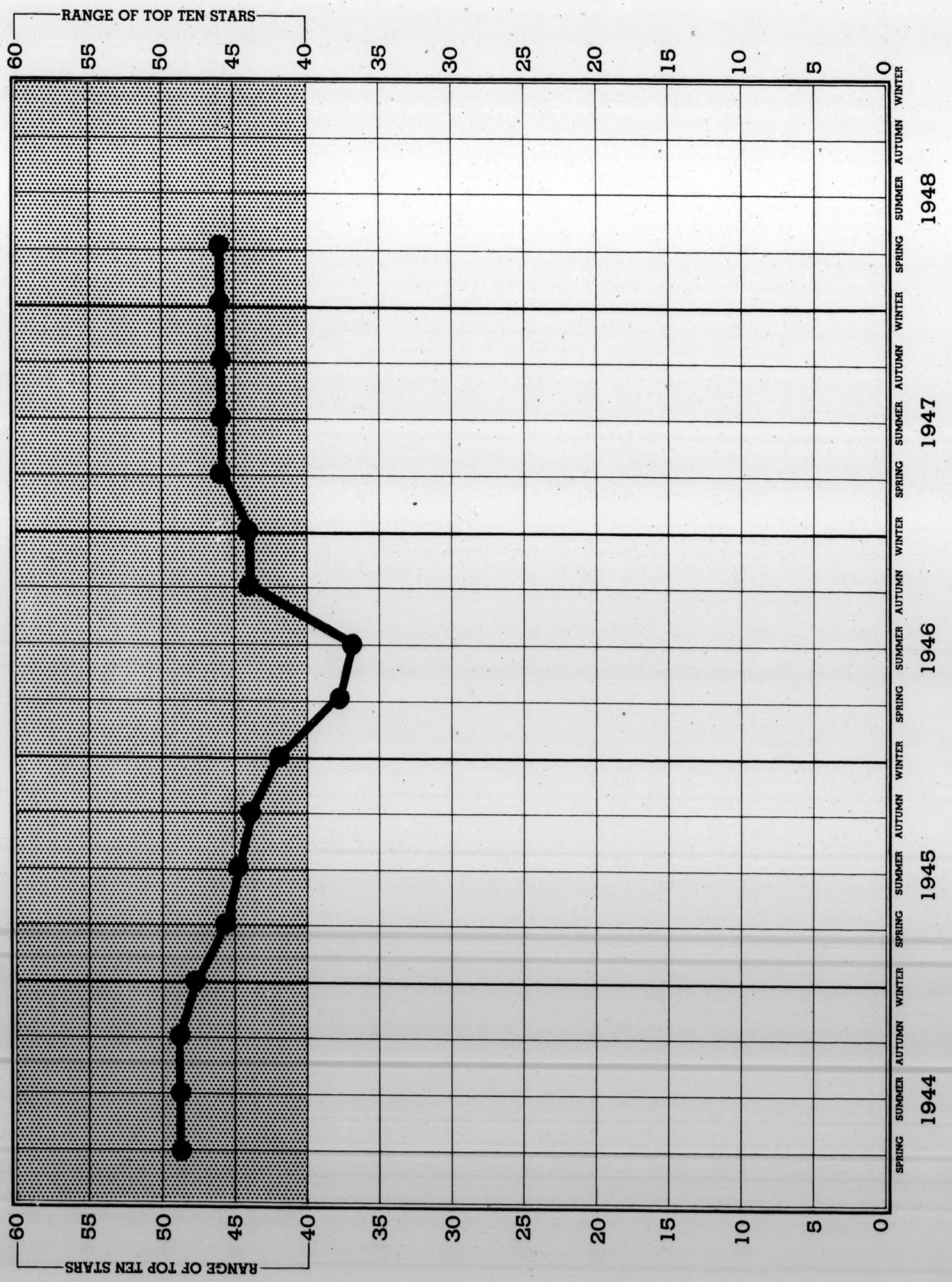
Cary GRANT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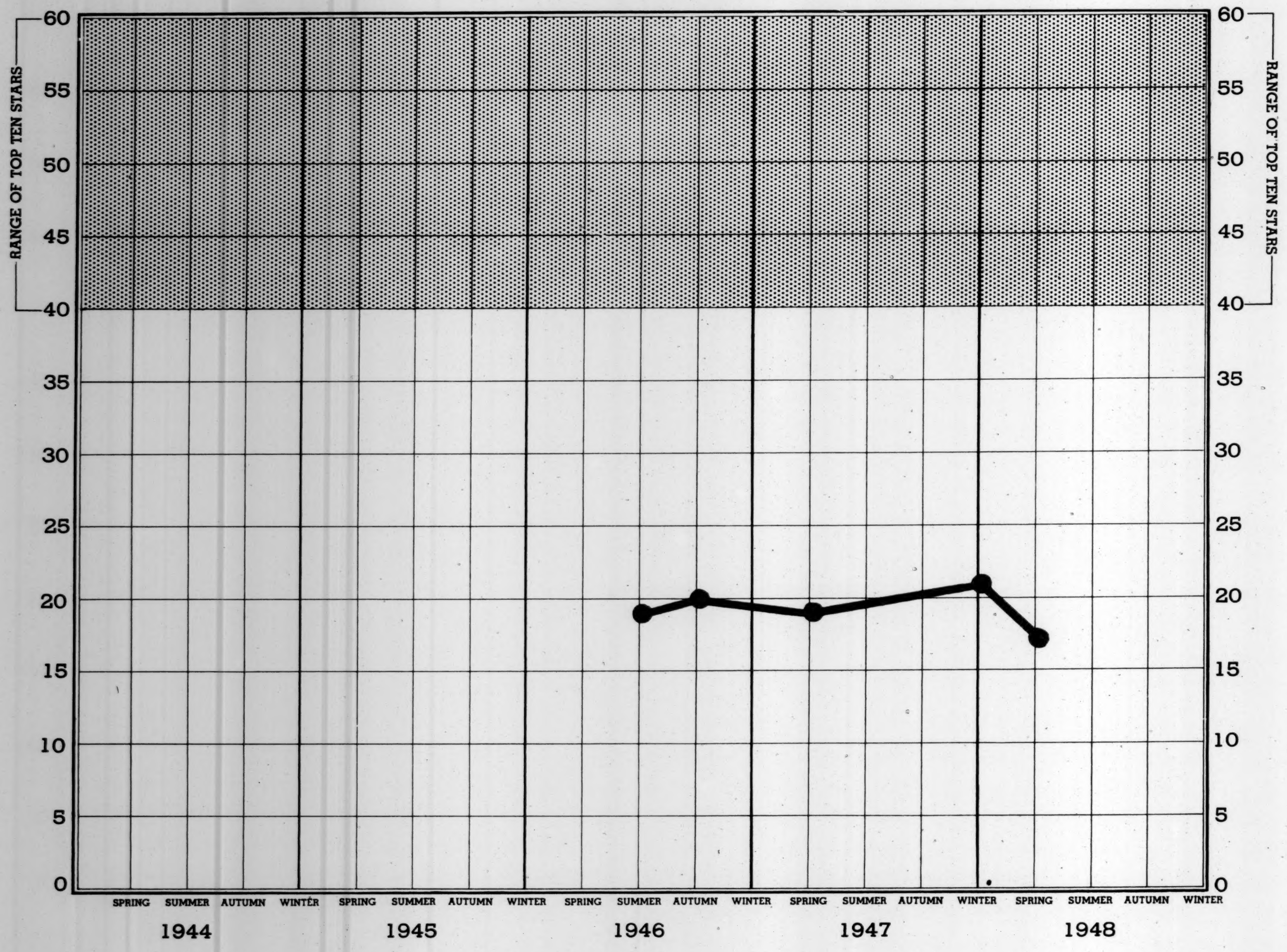

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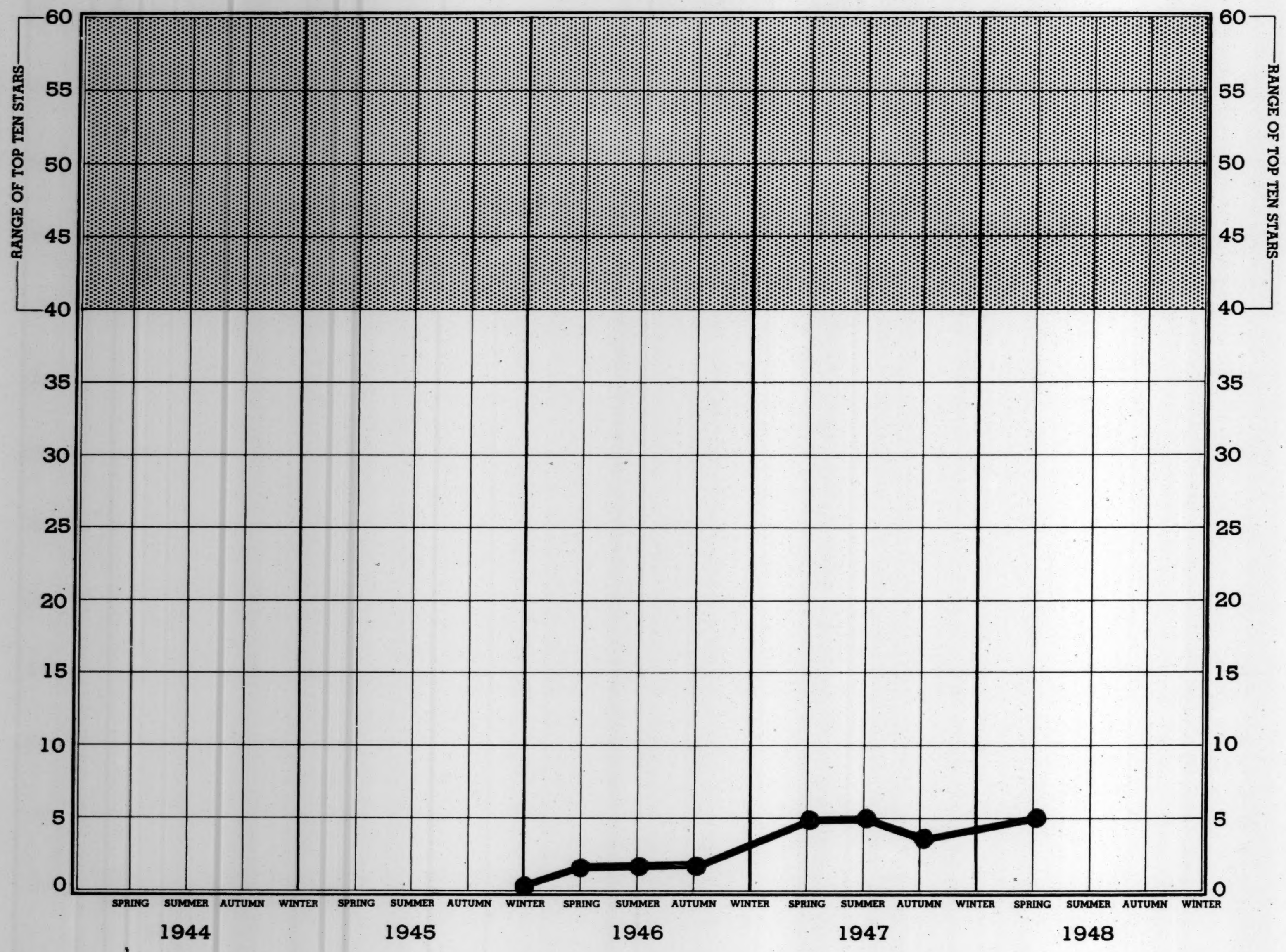

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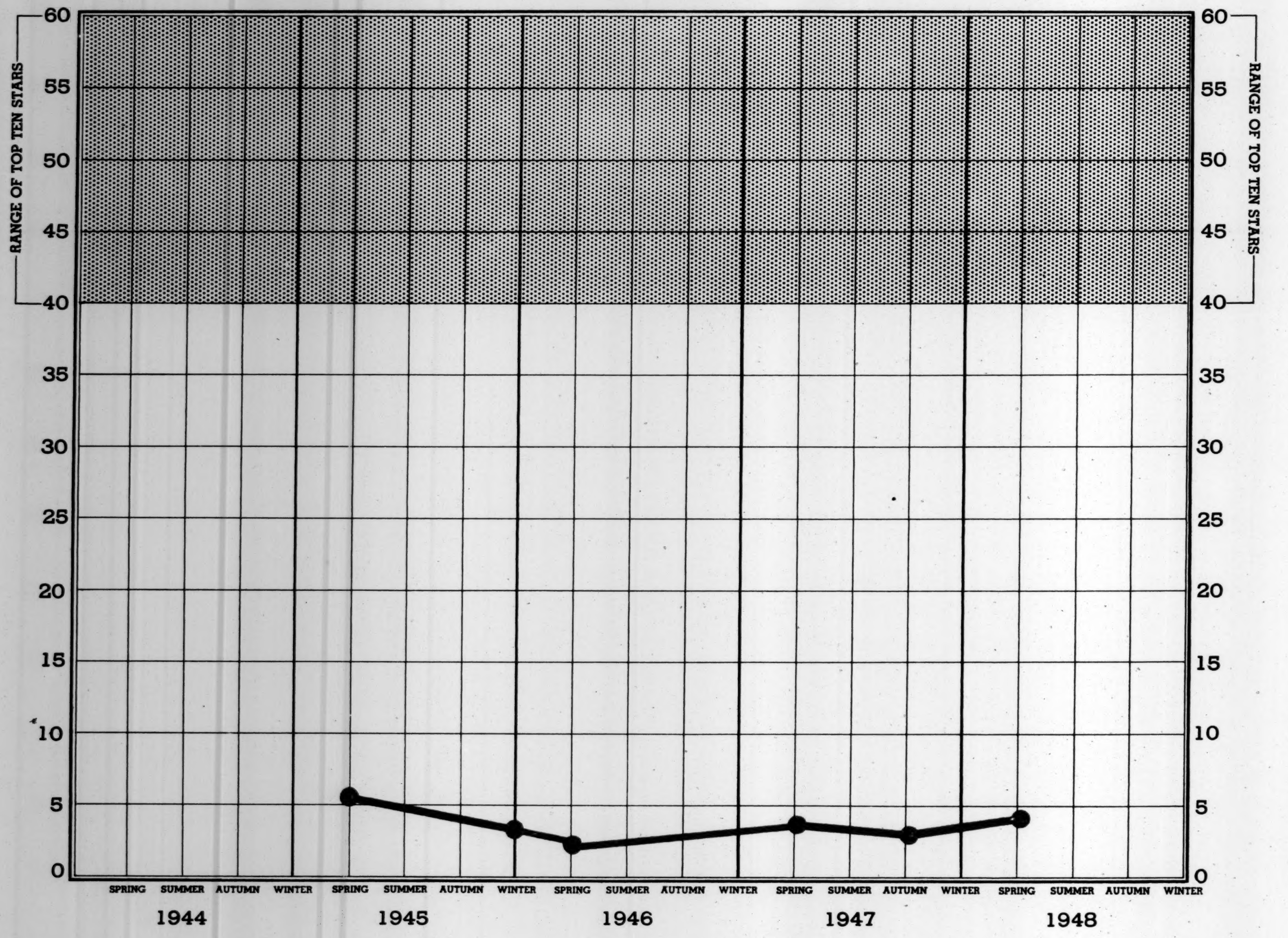
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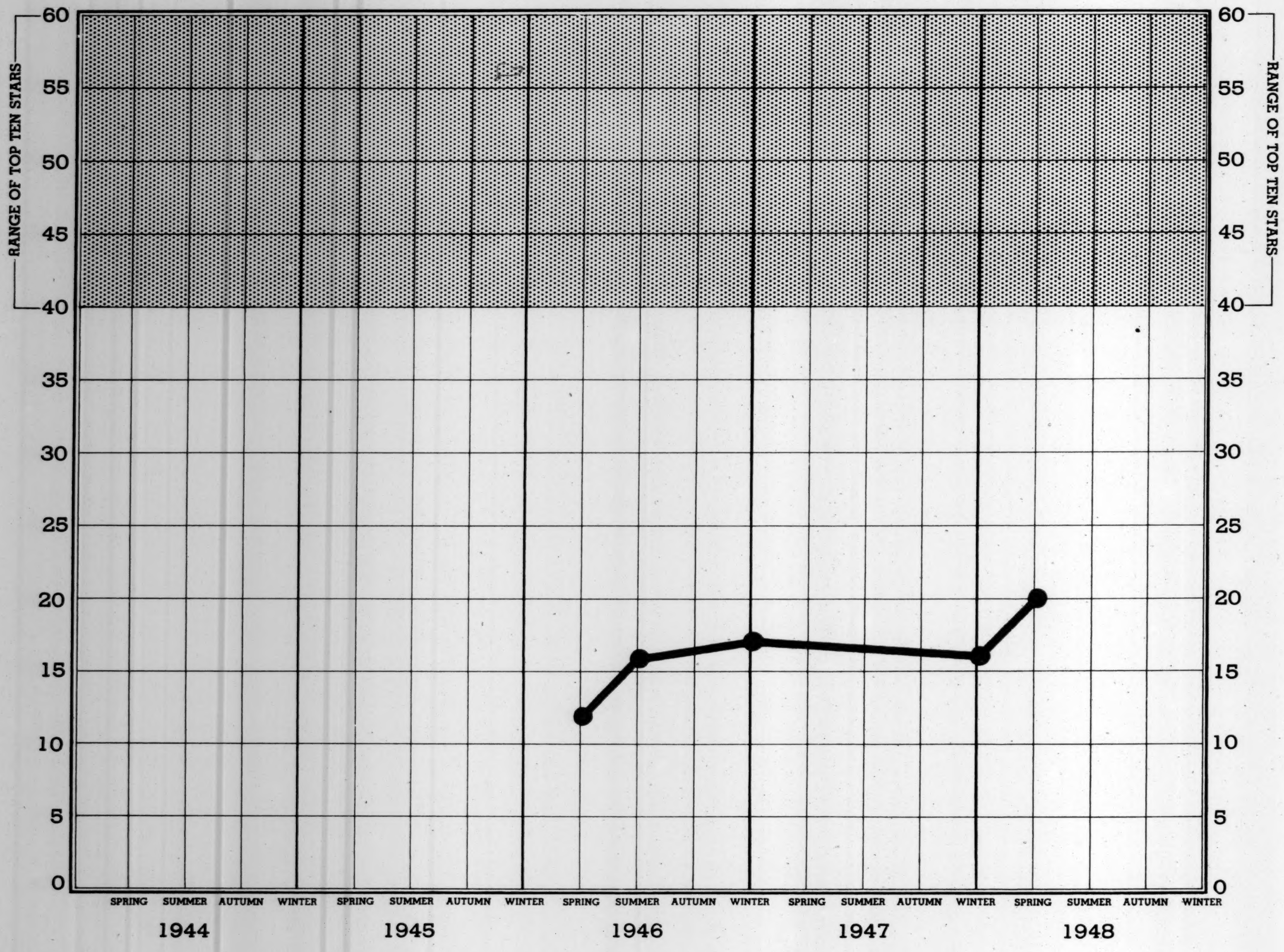
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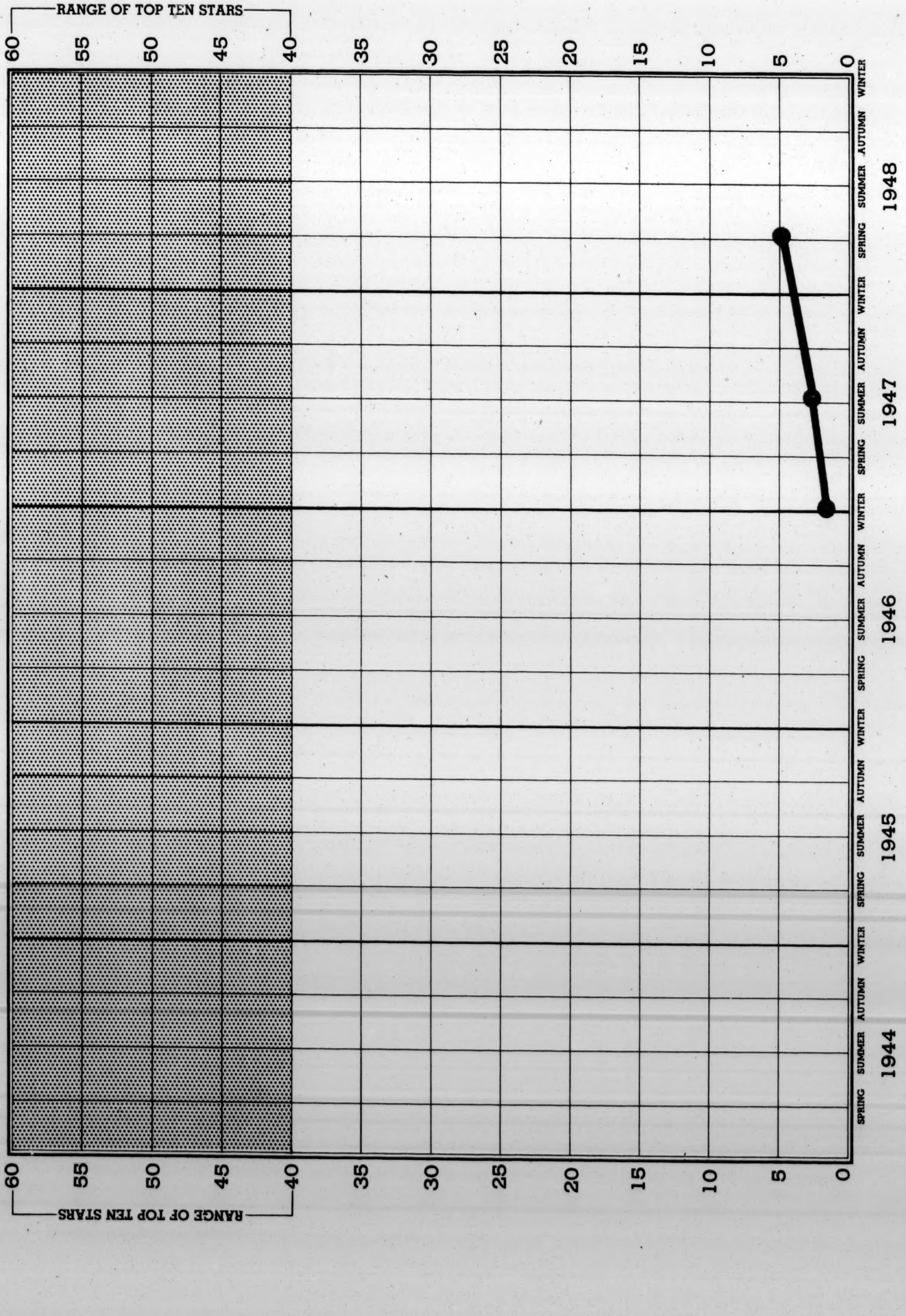
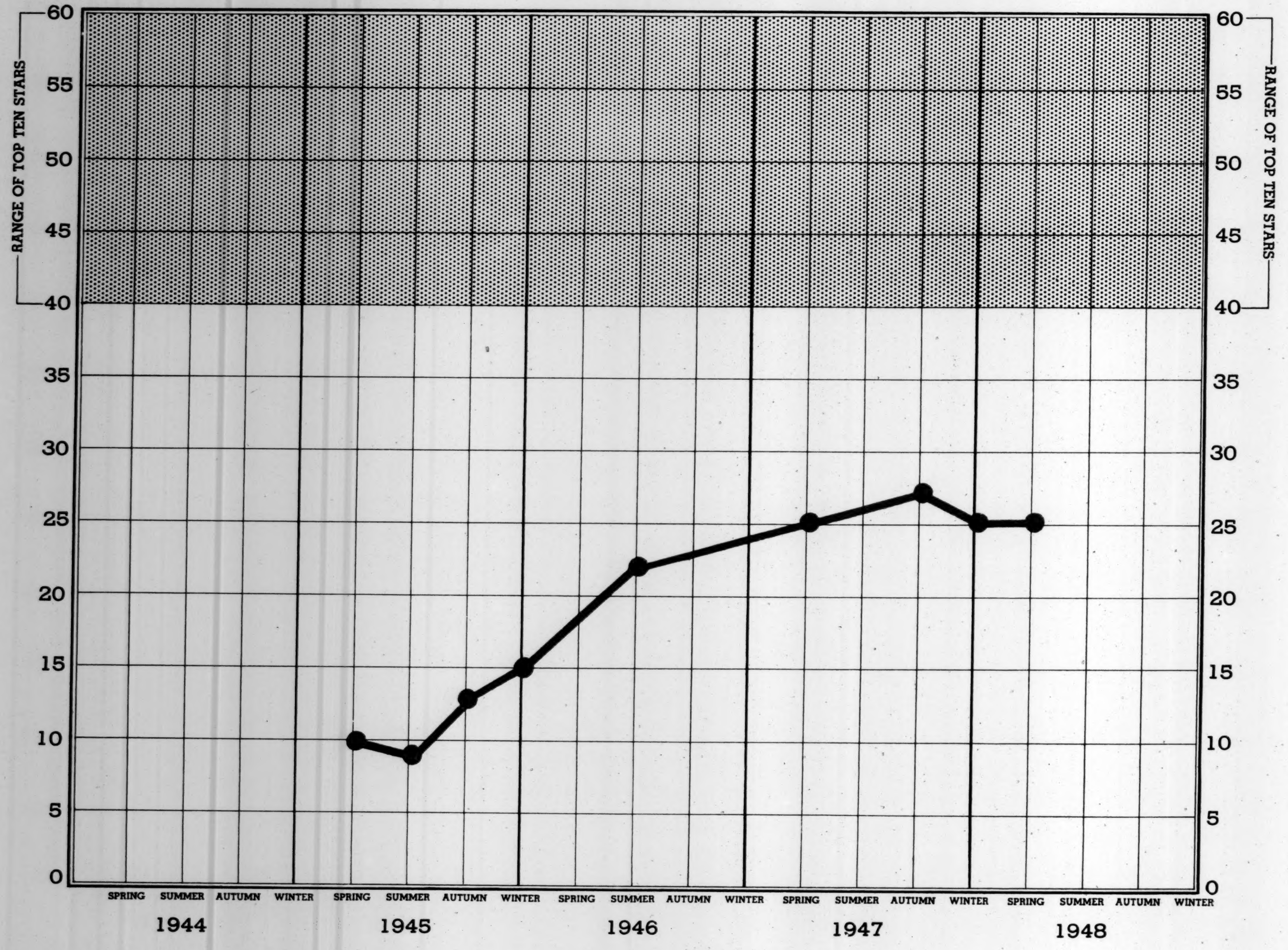
June **HAVER**

Peter Lind HAYES

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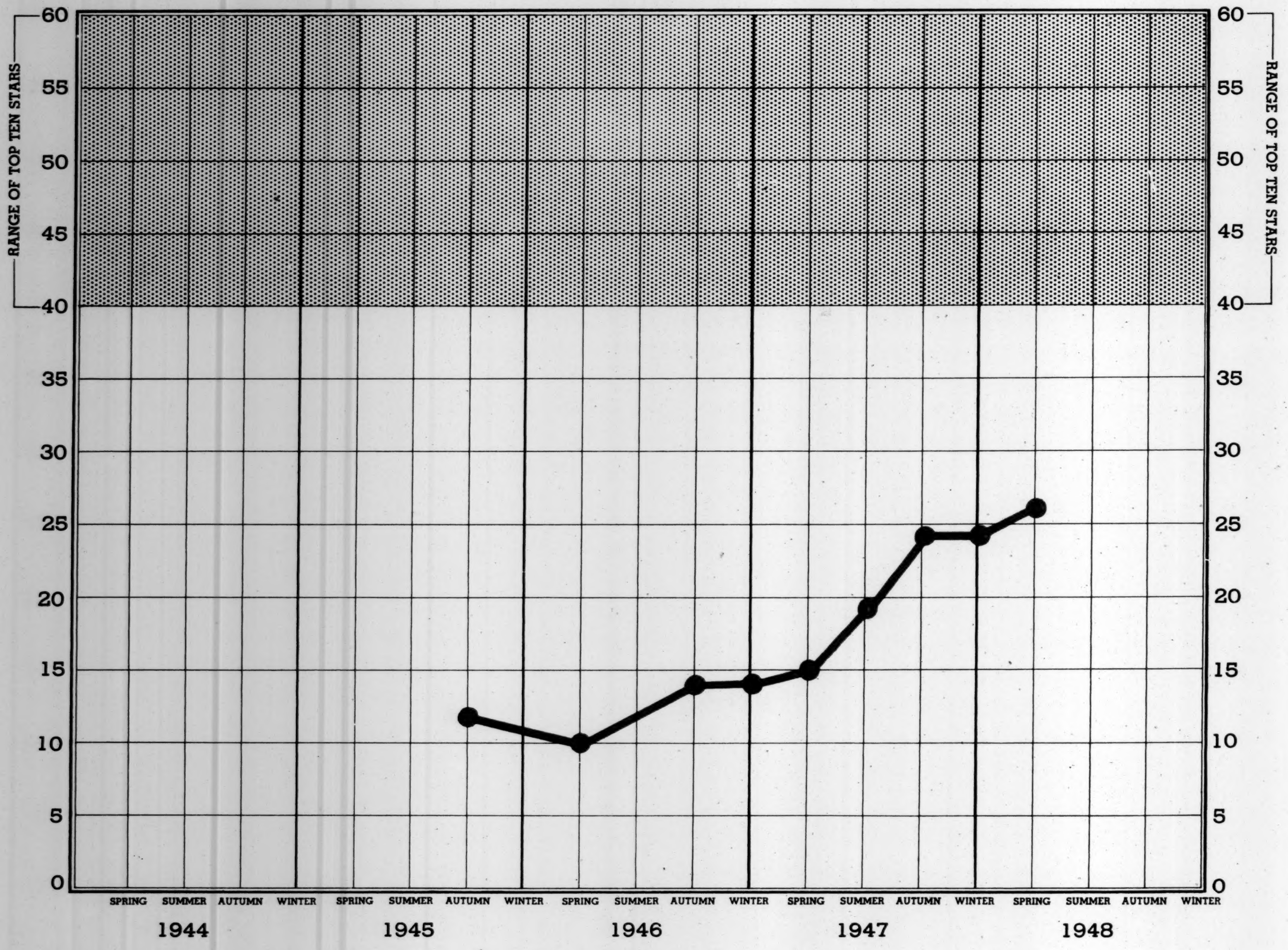
Dick HAYMES

Susan HAYWARD



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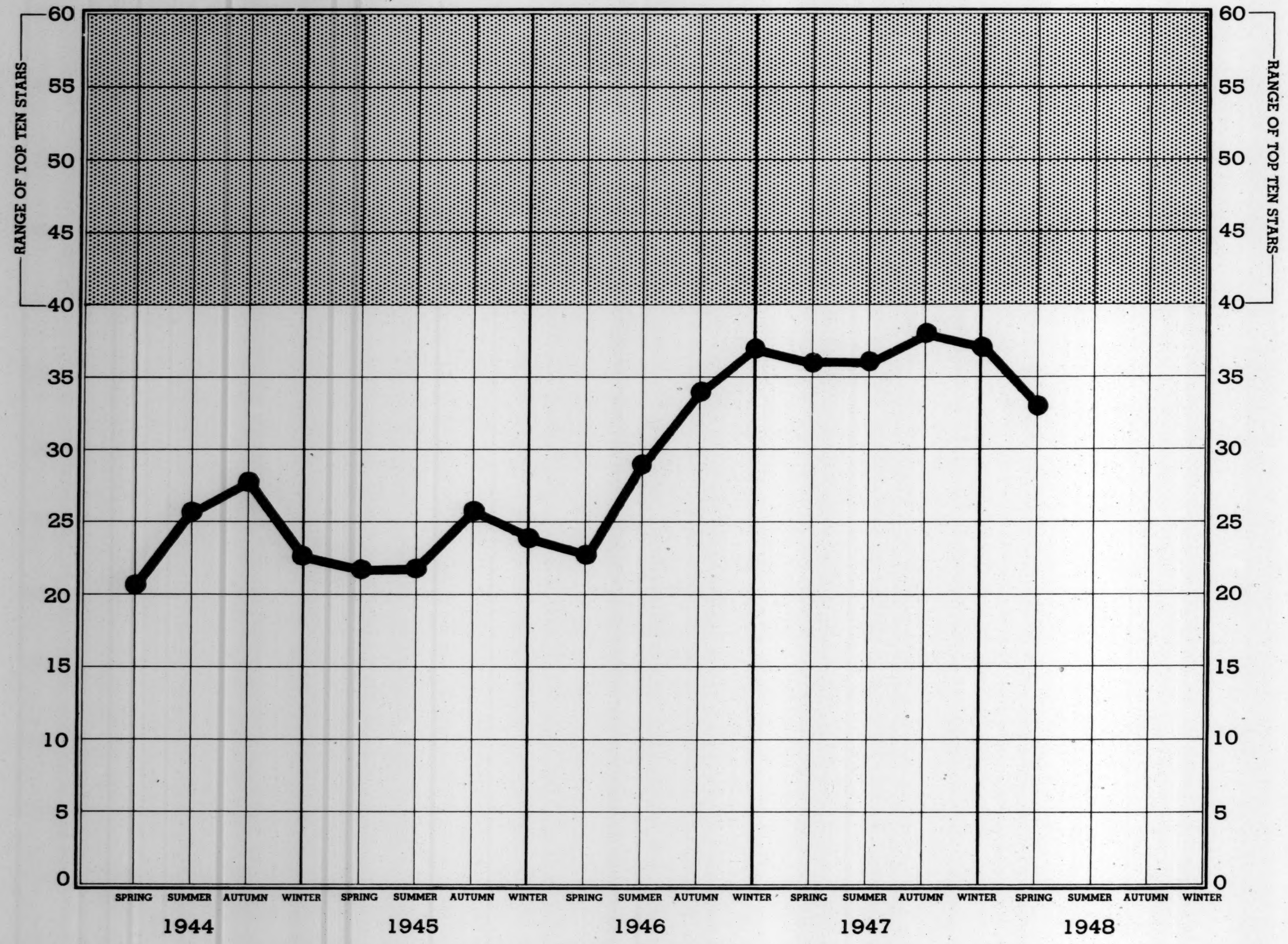

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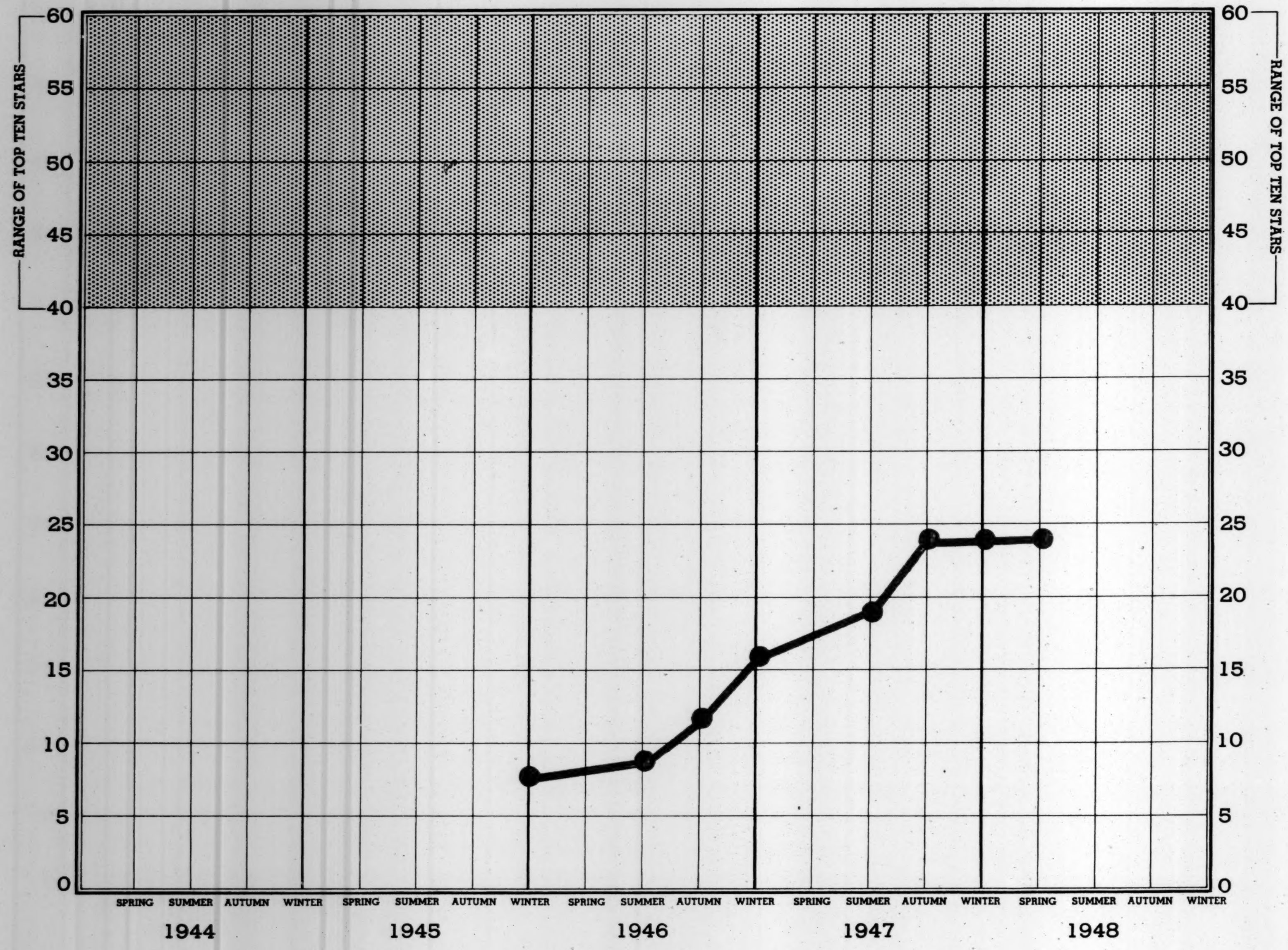
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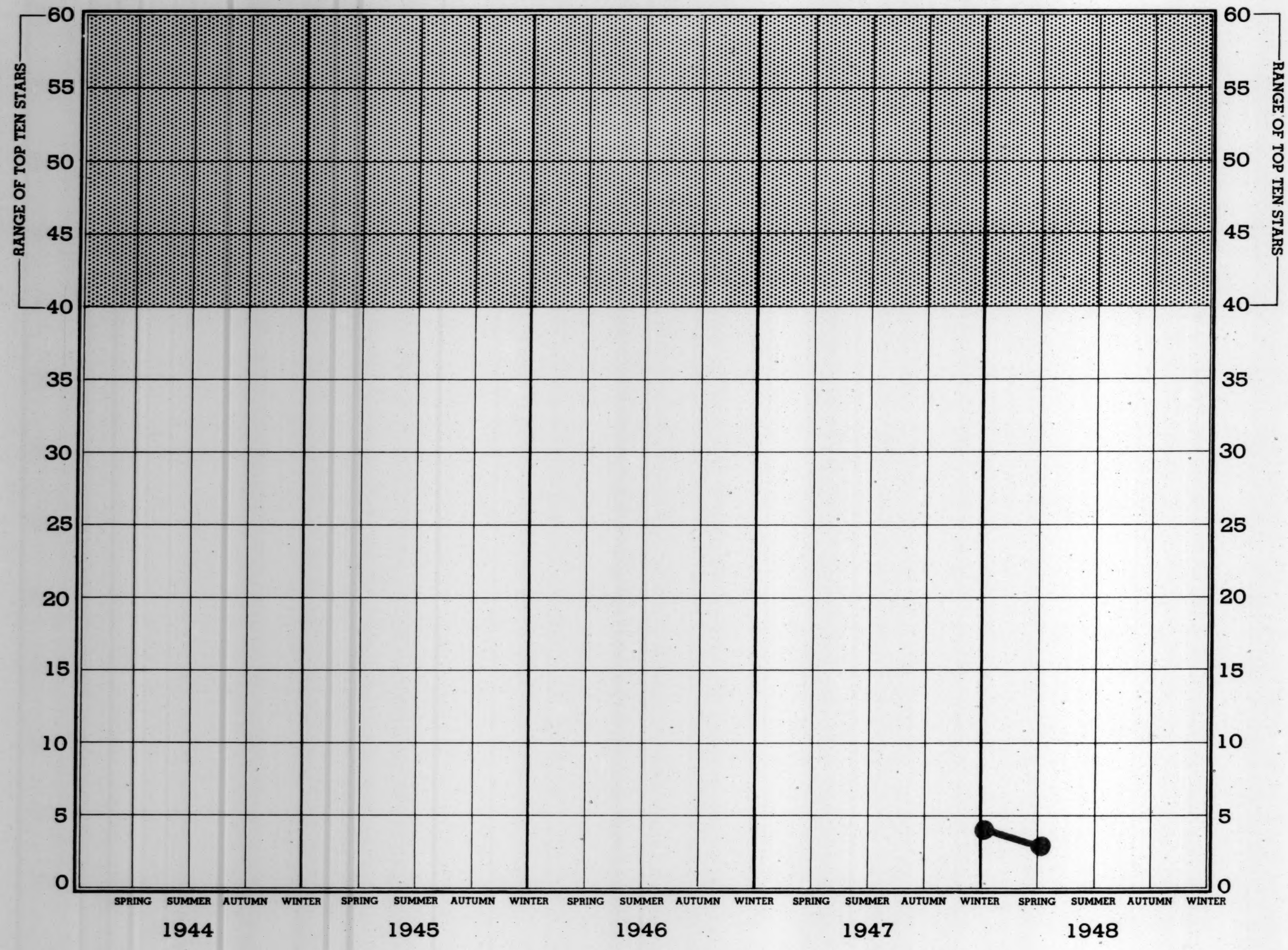

Bob HOPE

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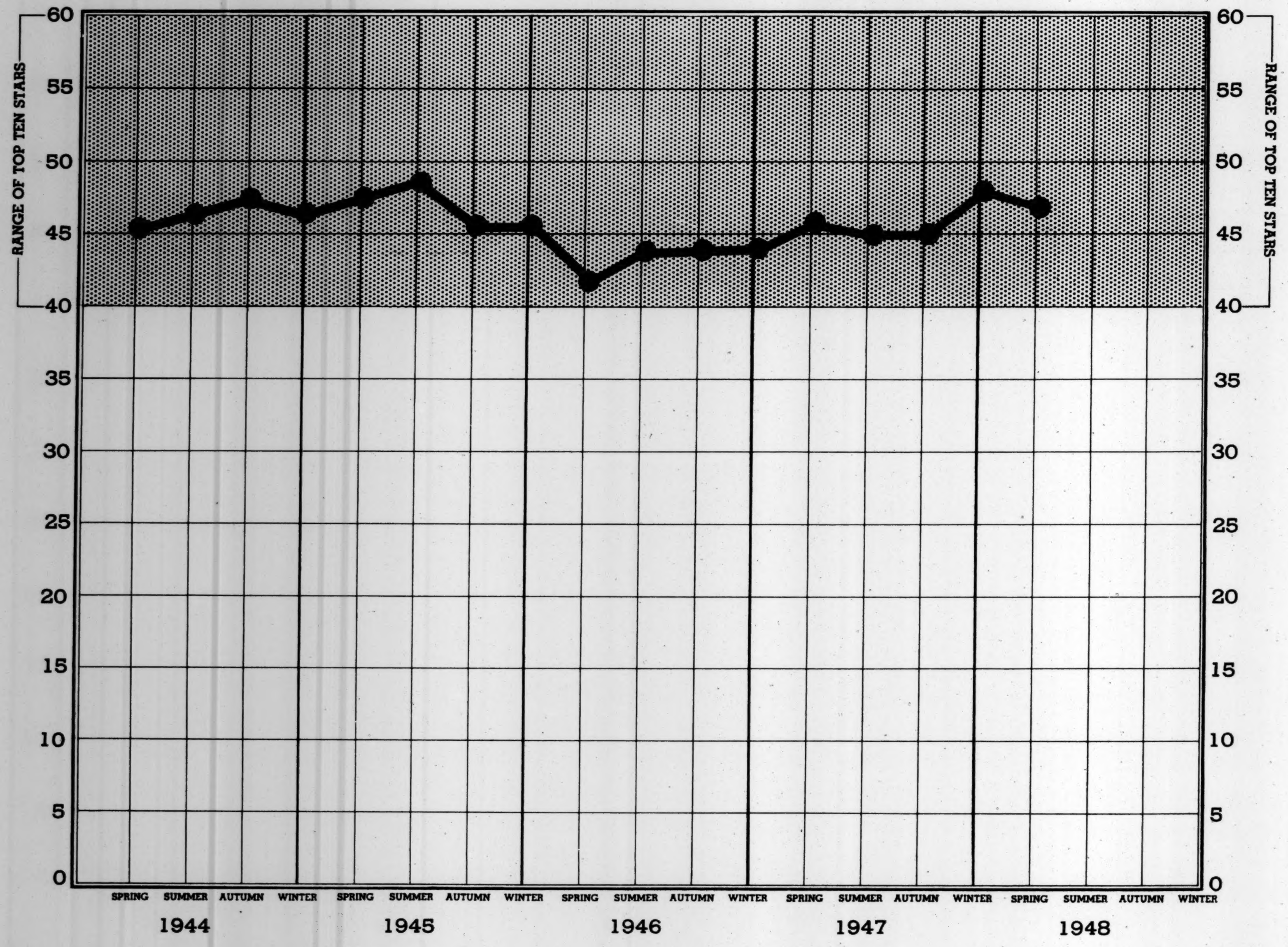

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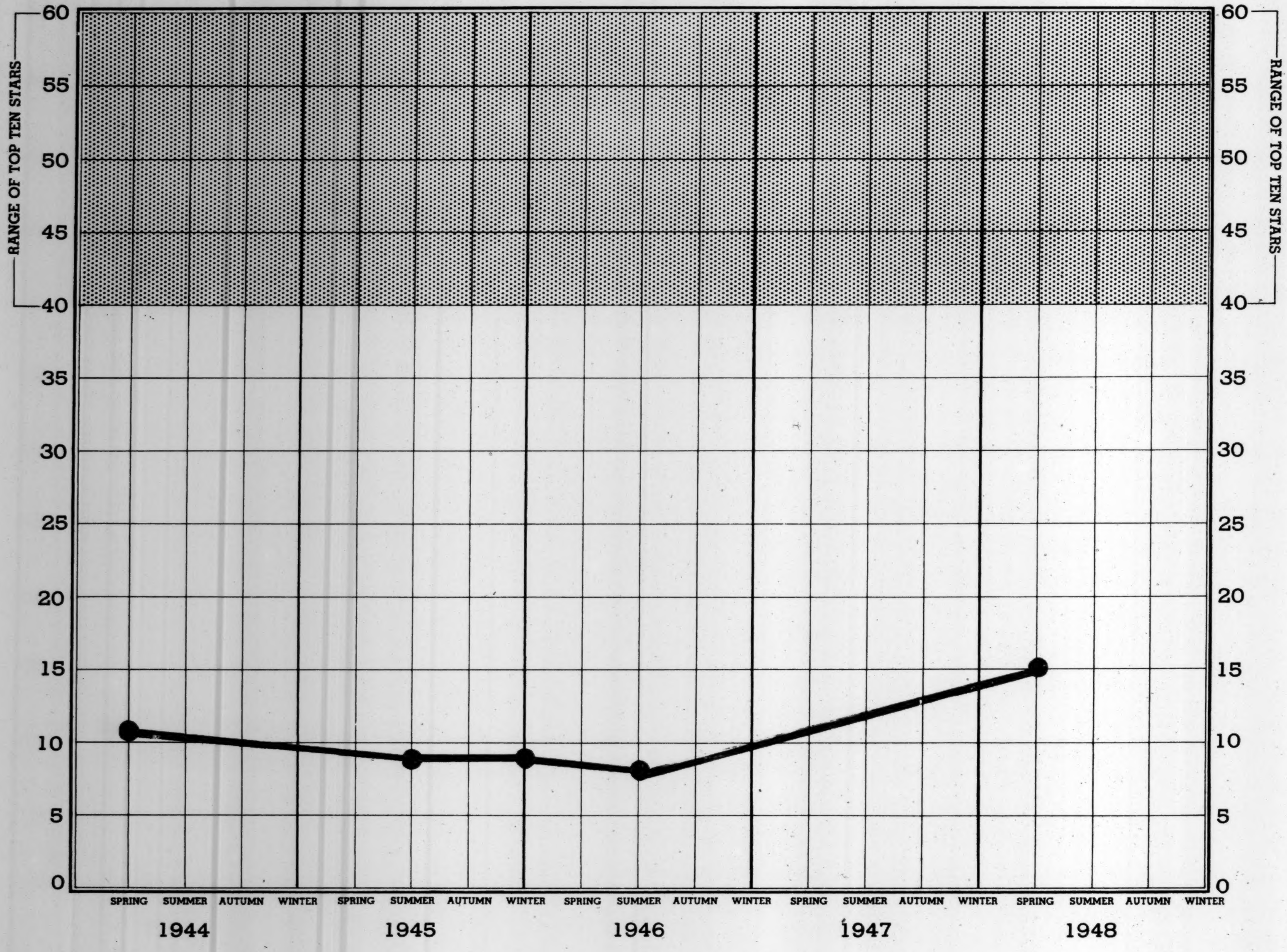

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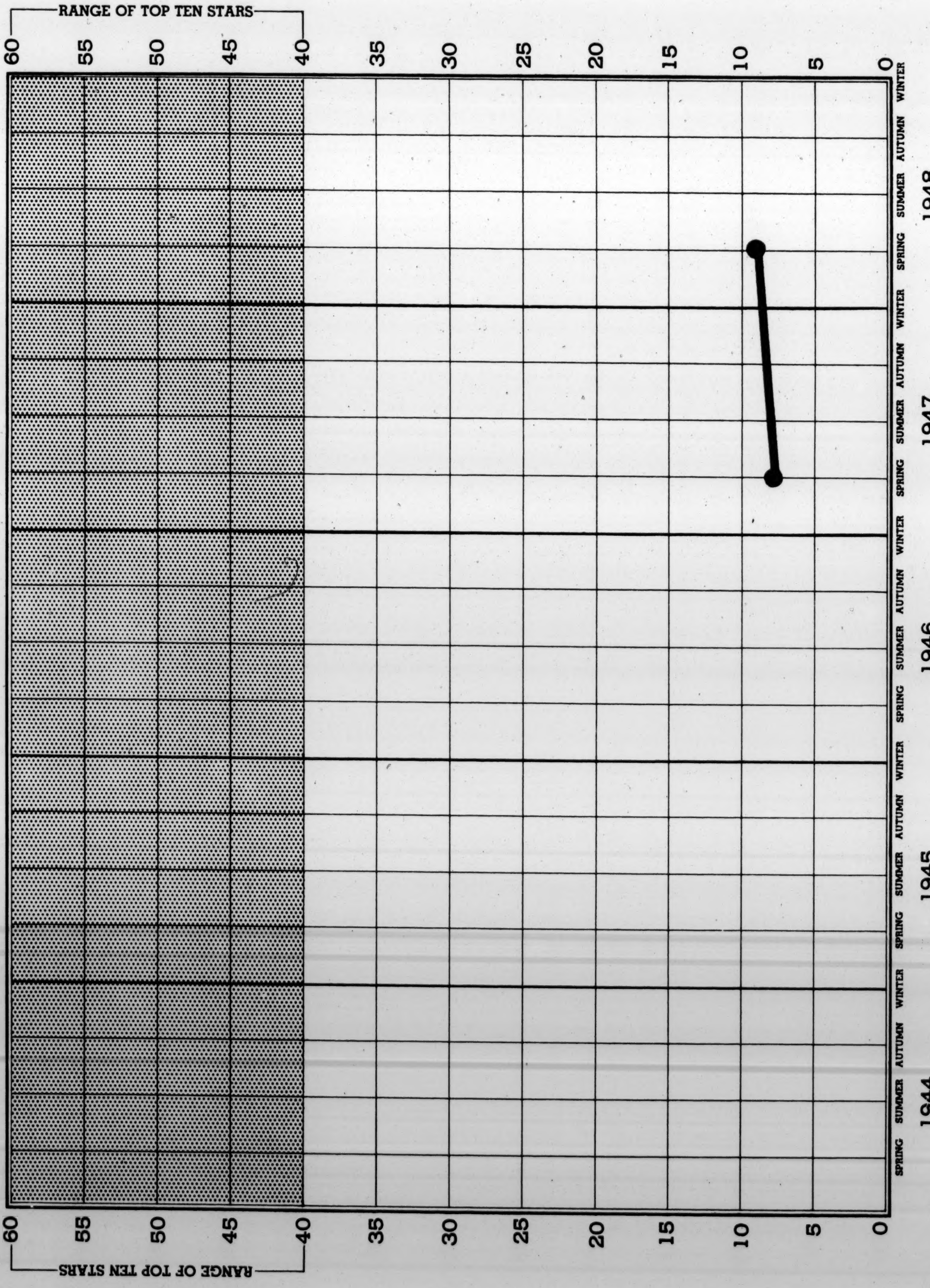

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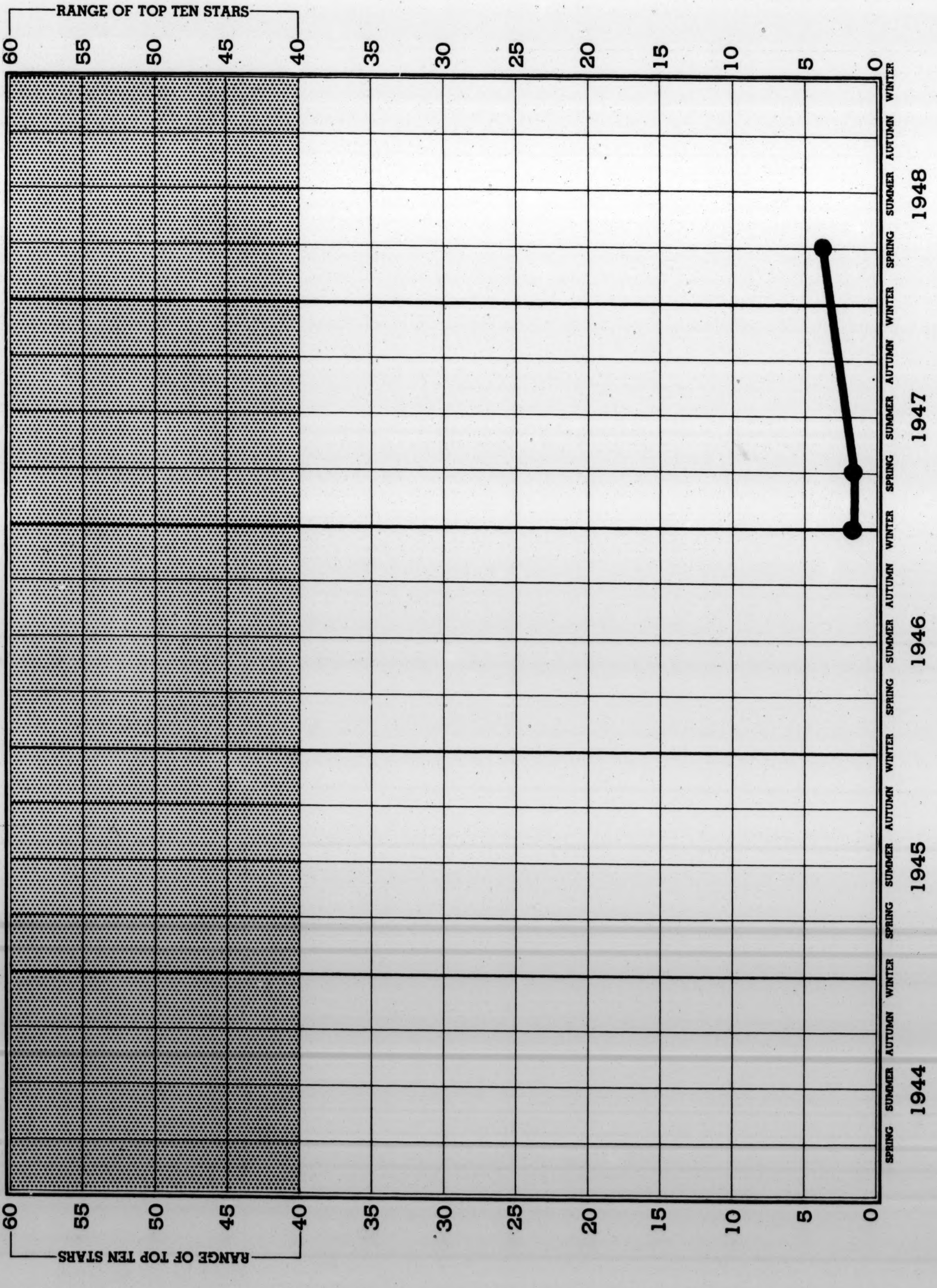

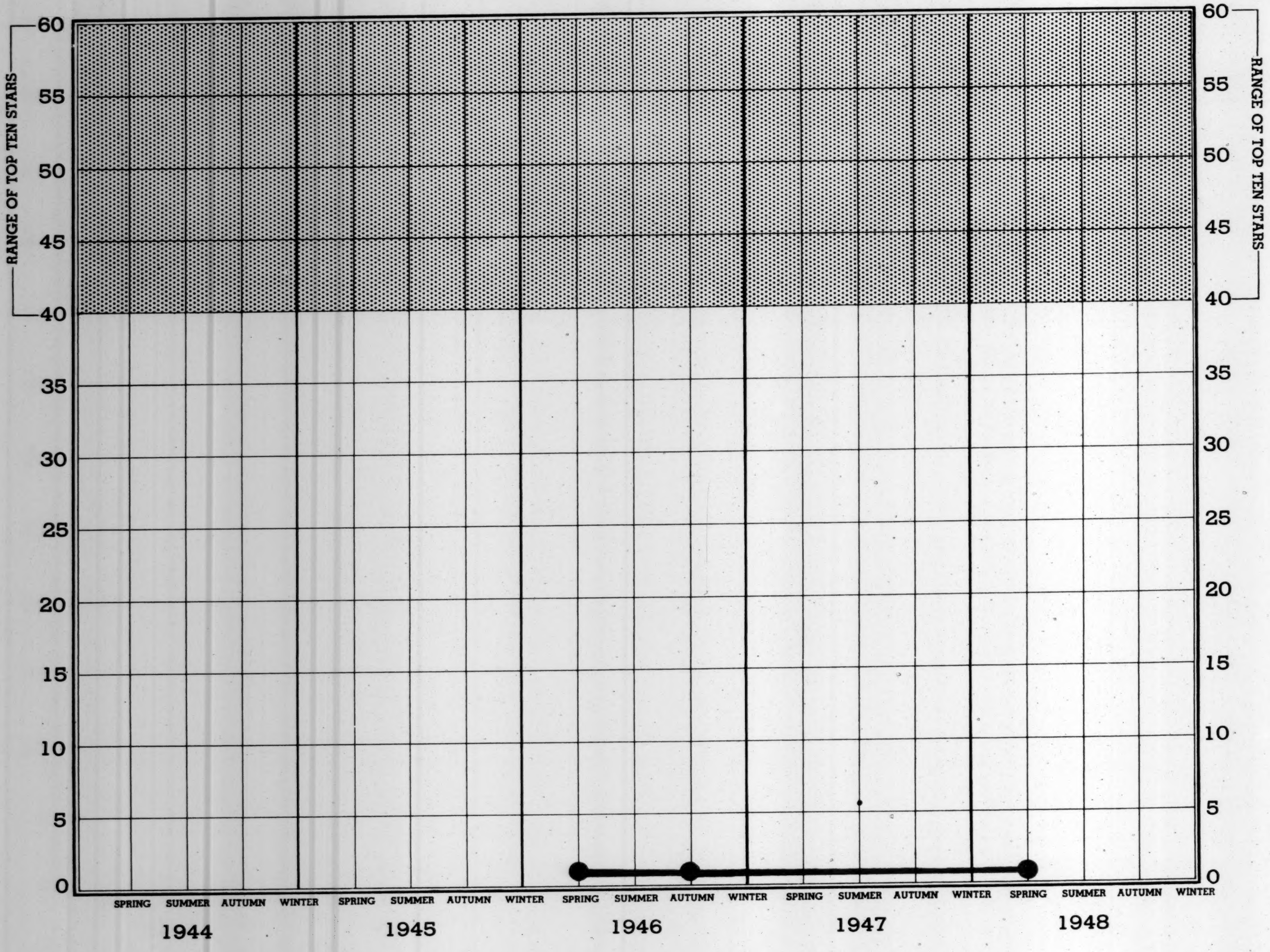

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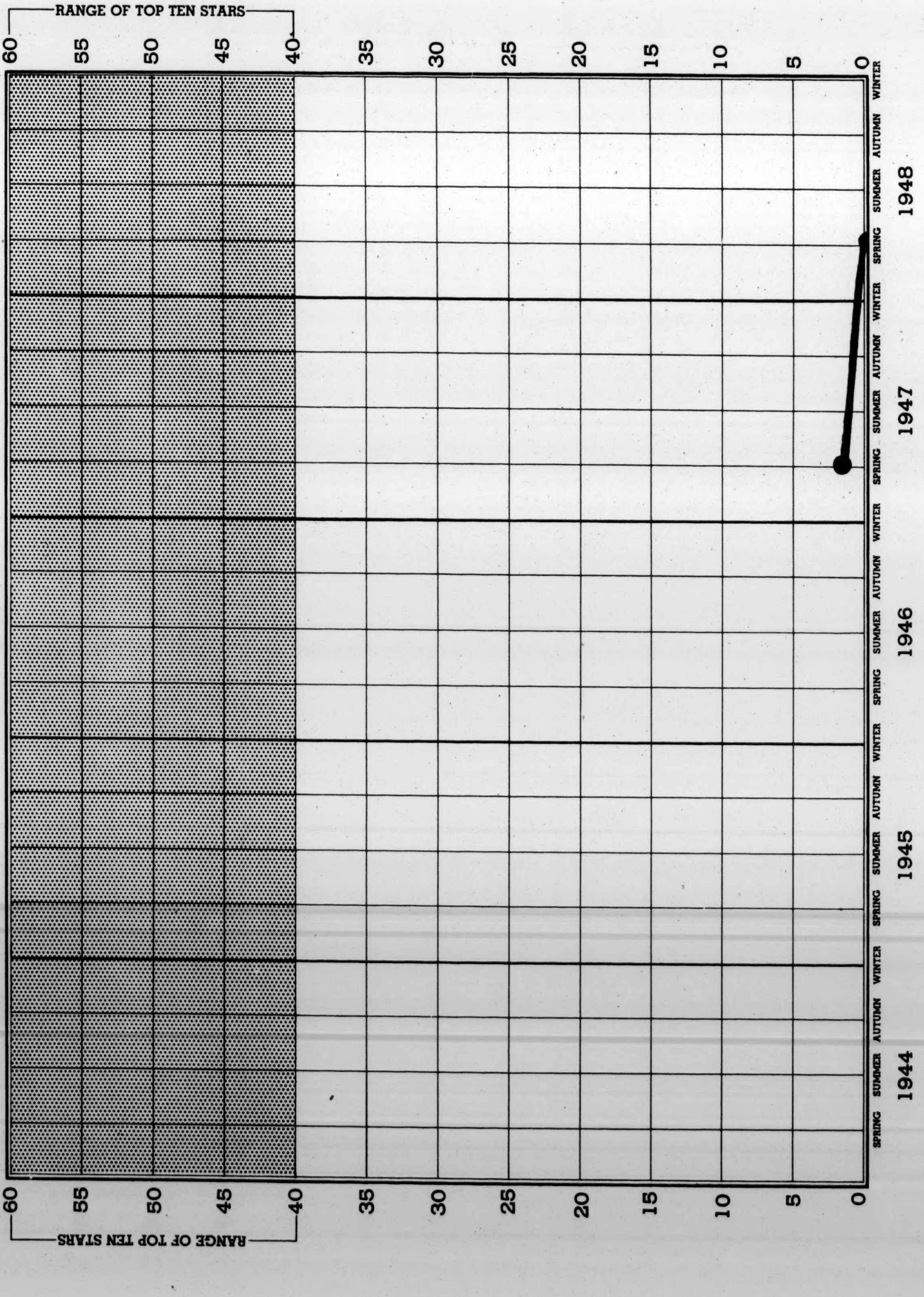

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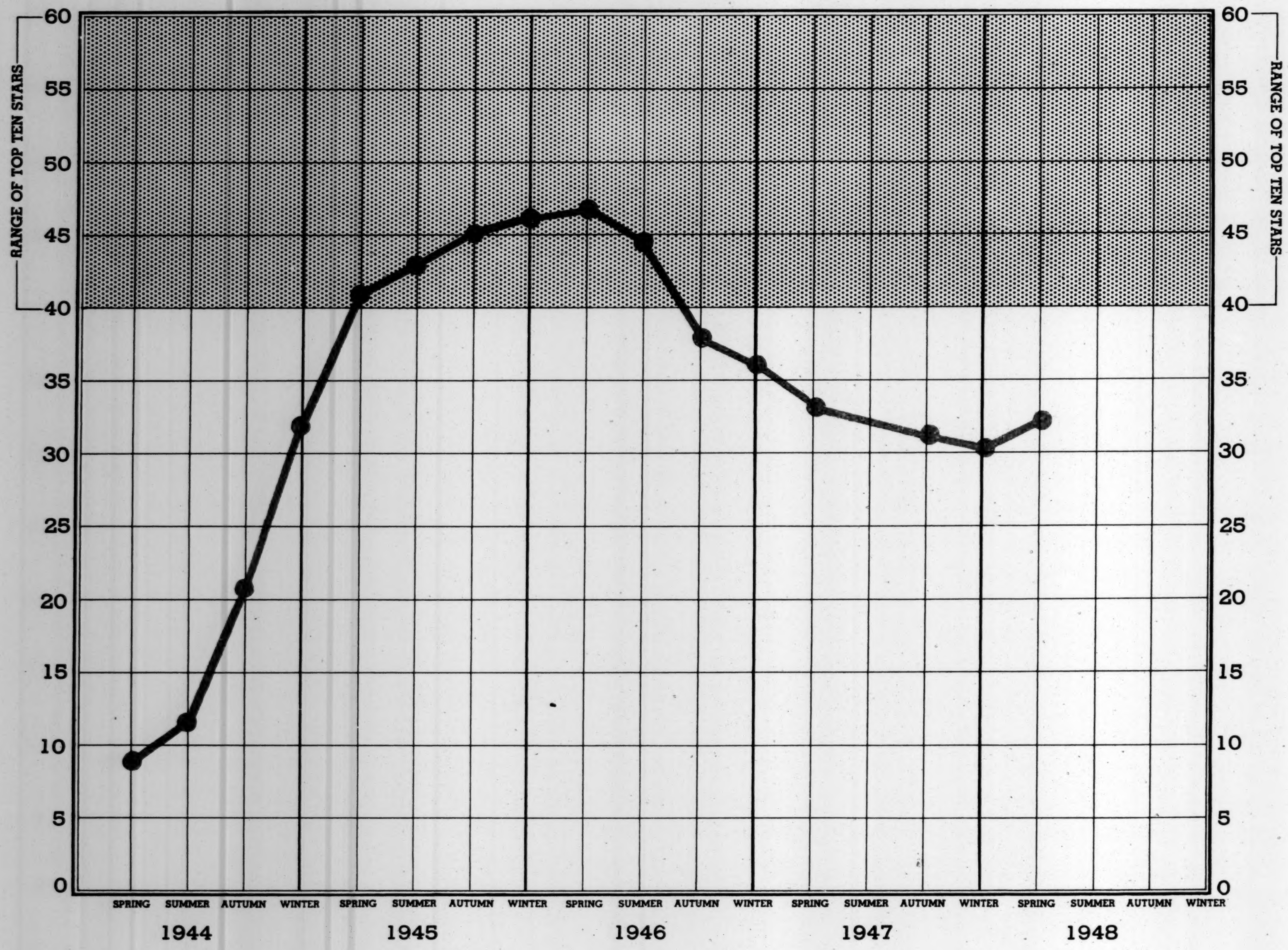
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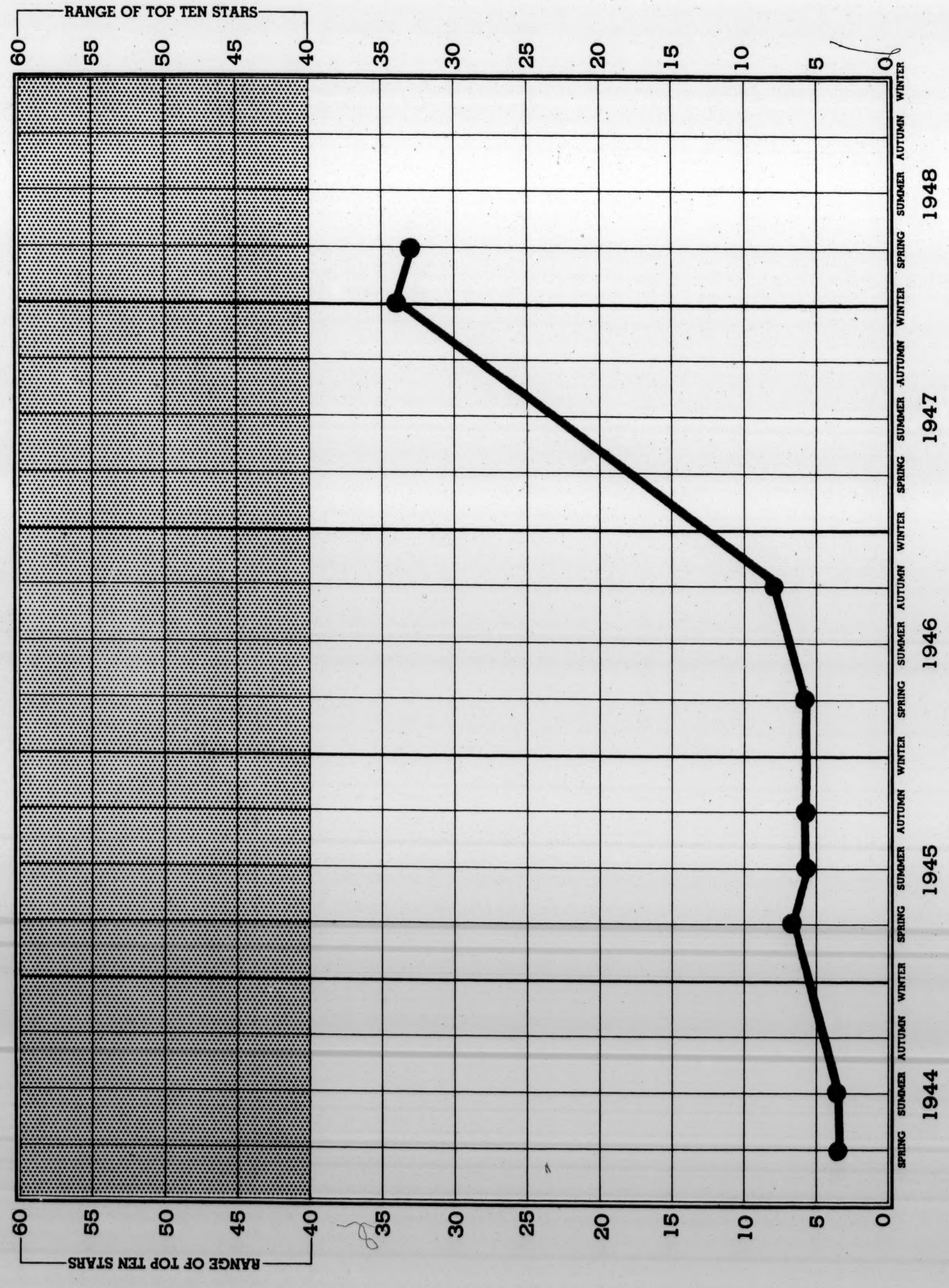
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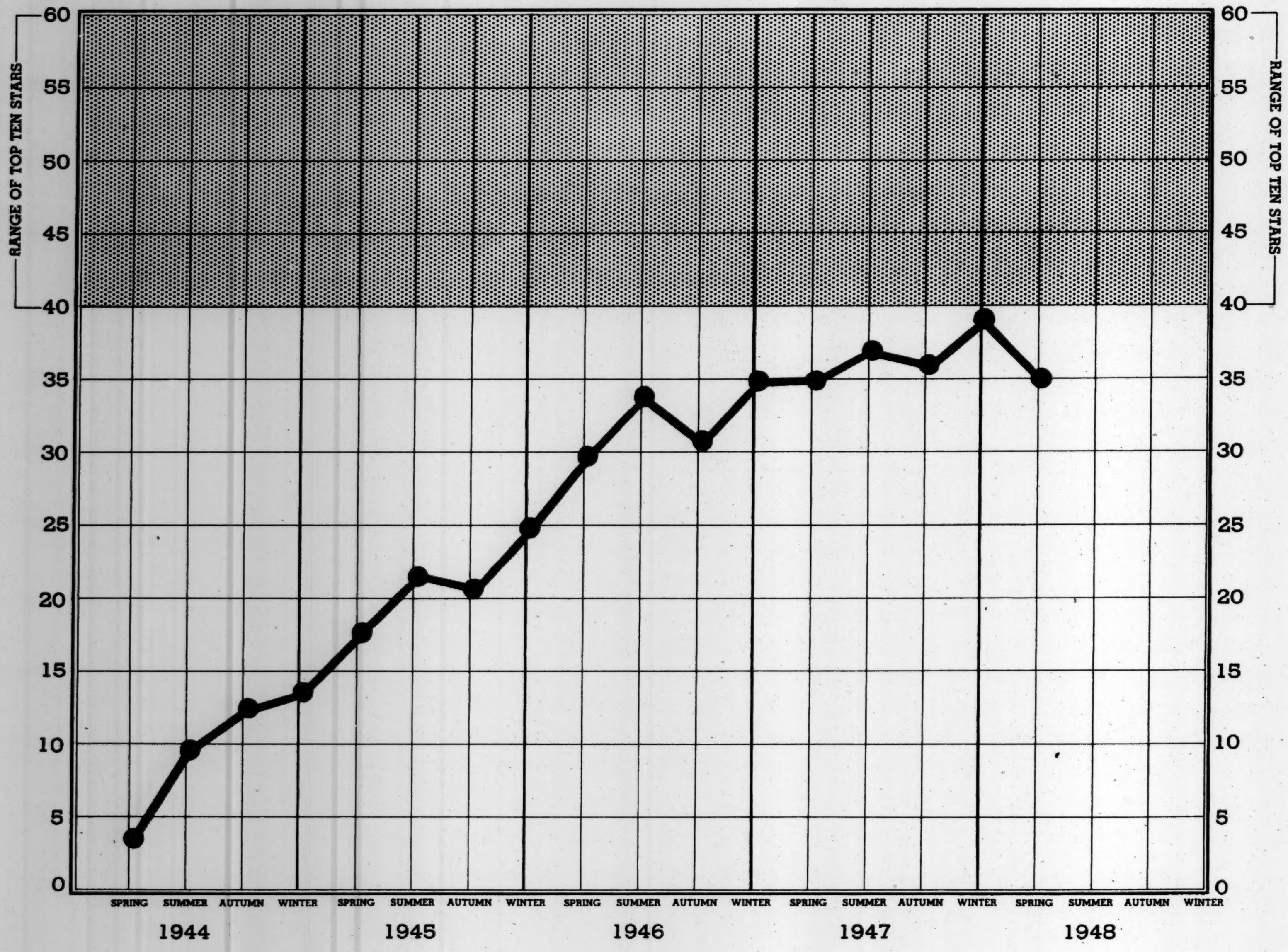
Jennifer JONES



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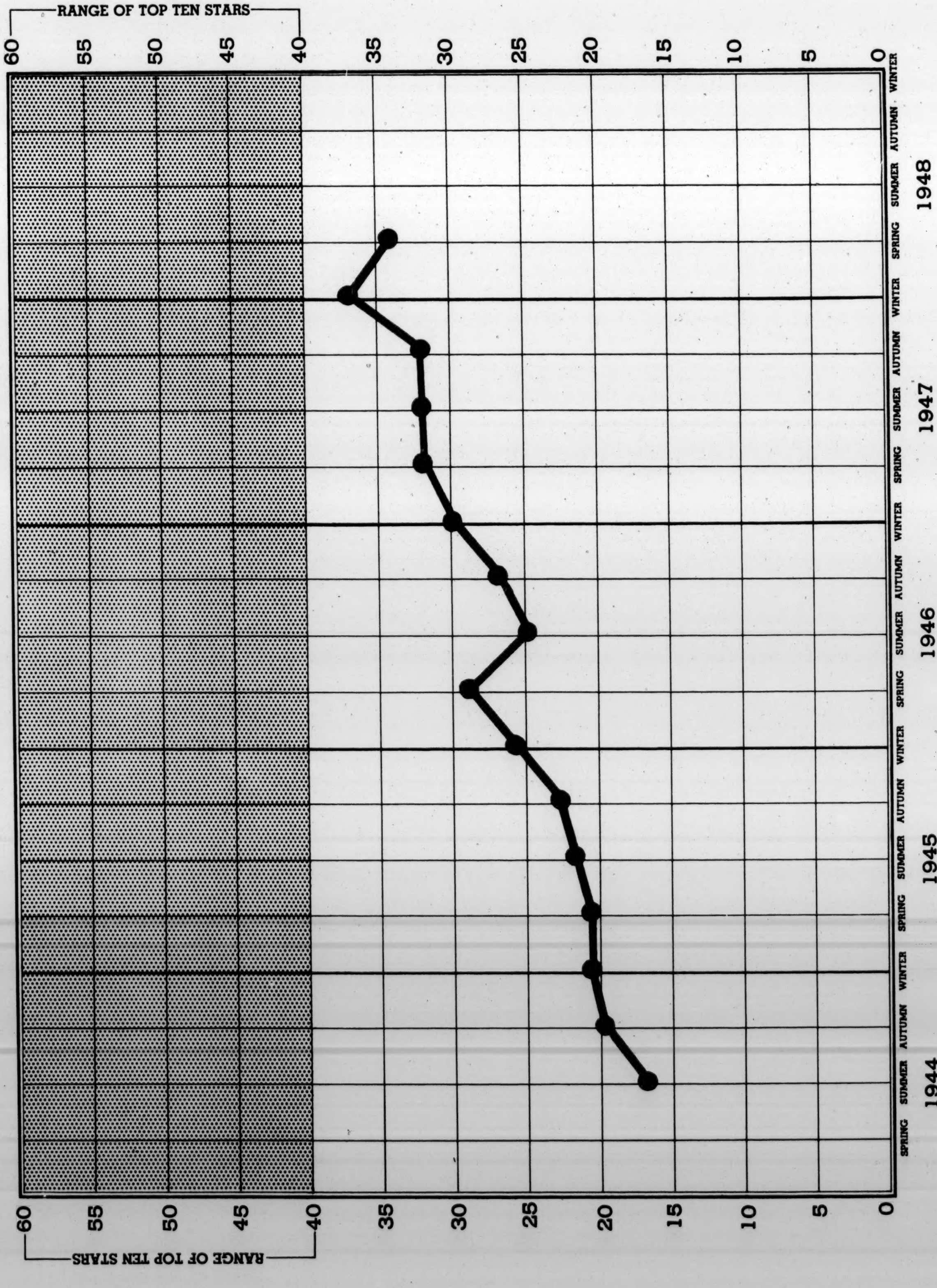

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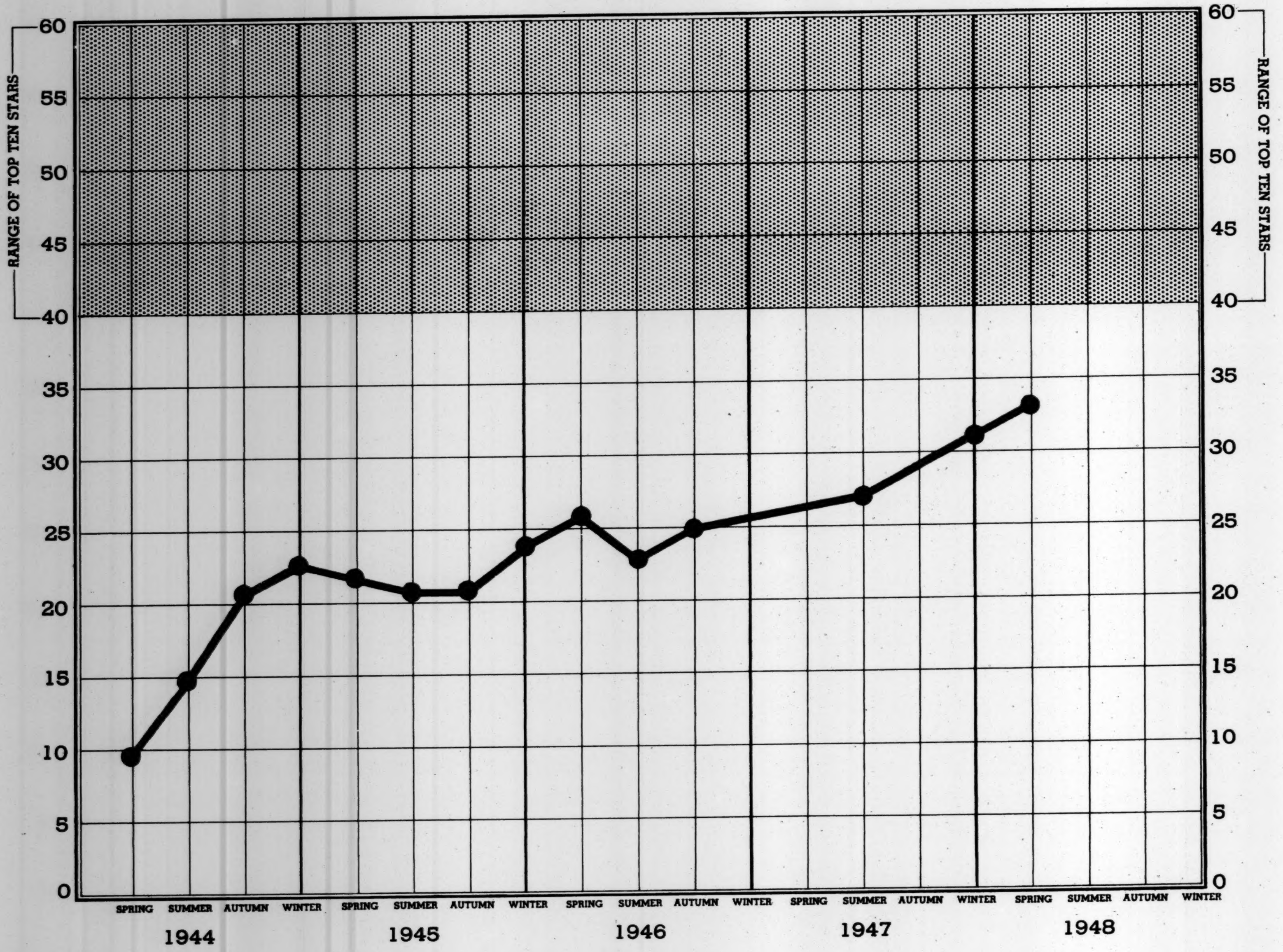
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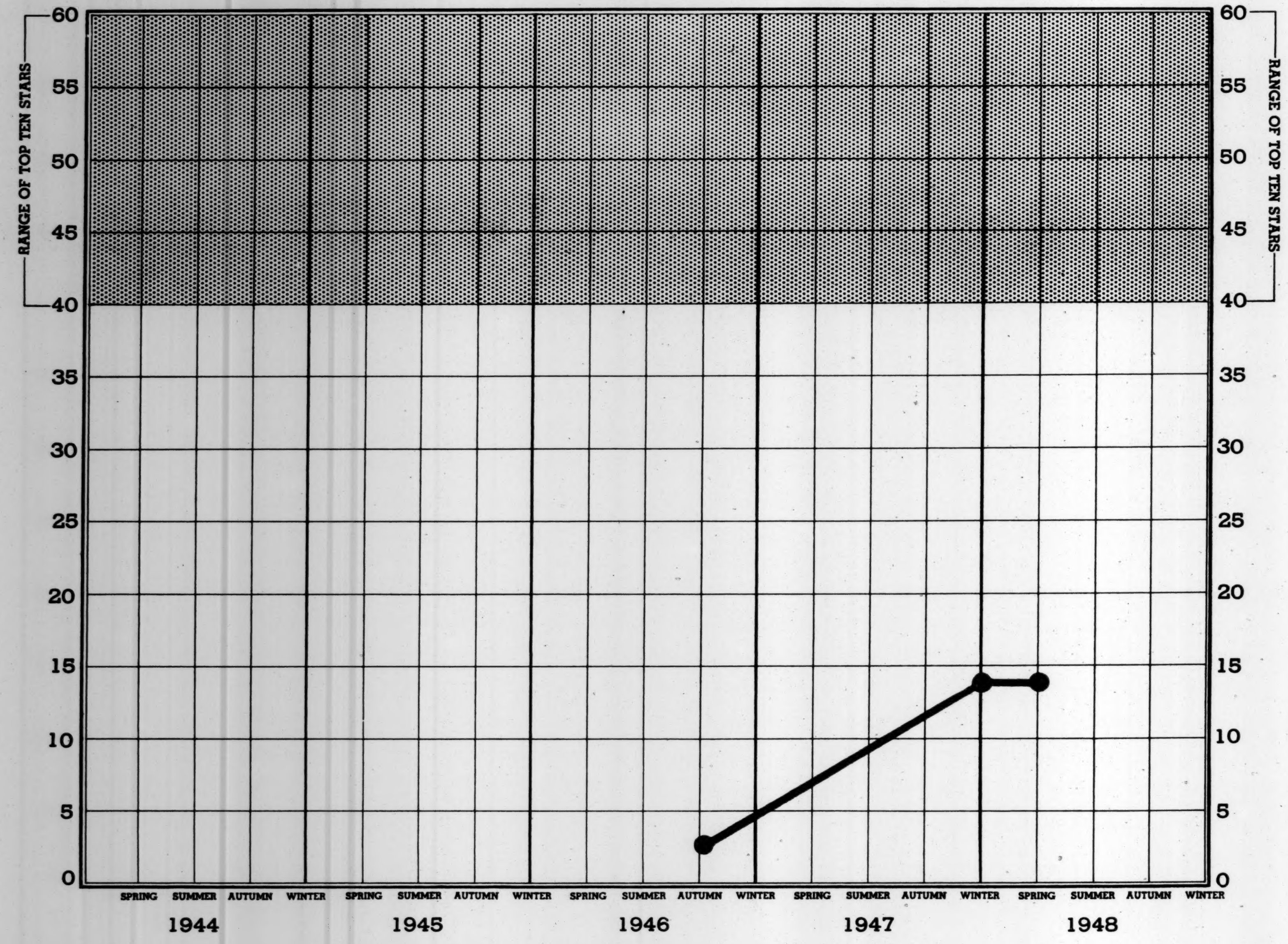

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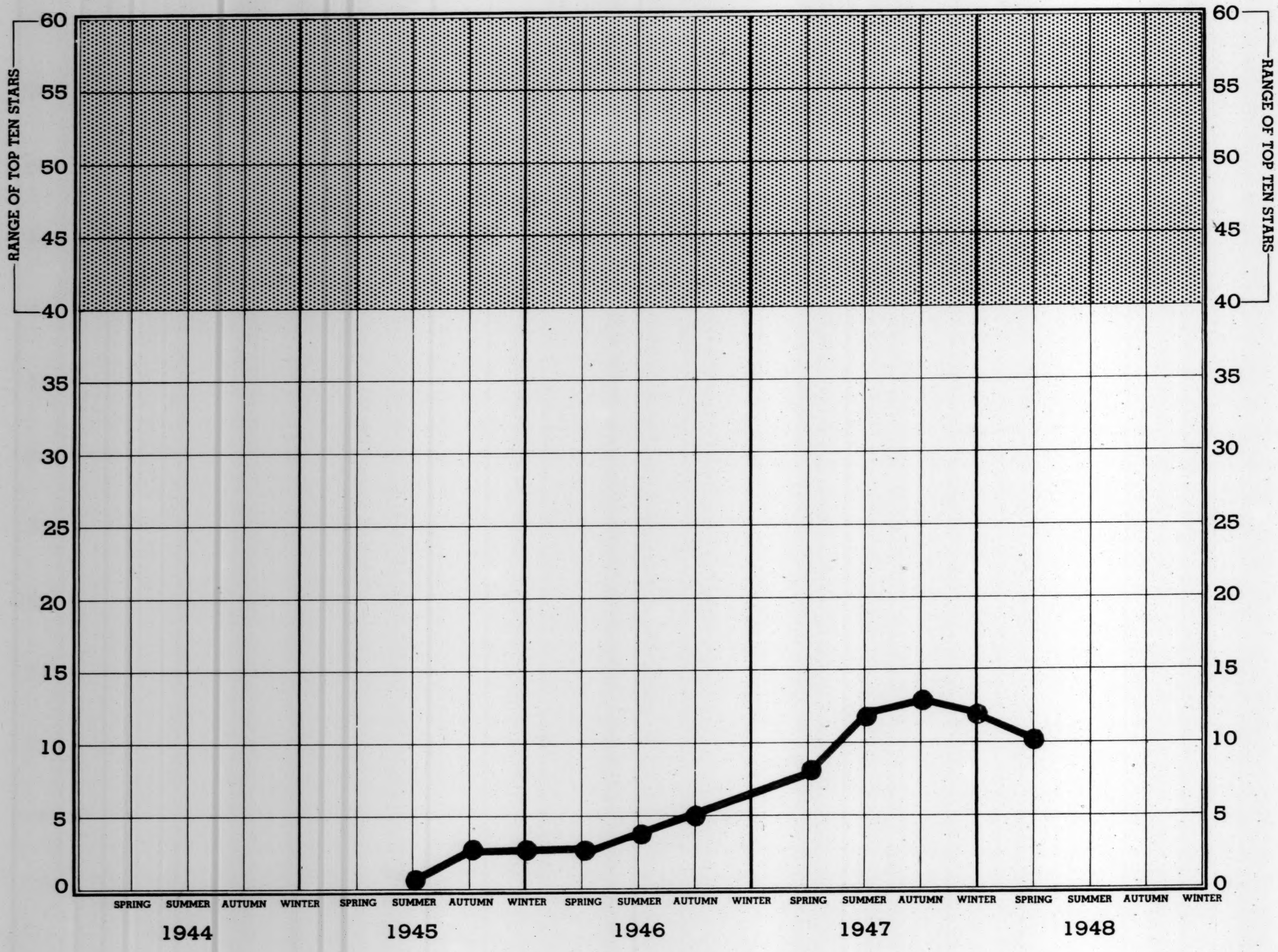

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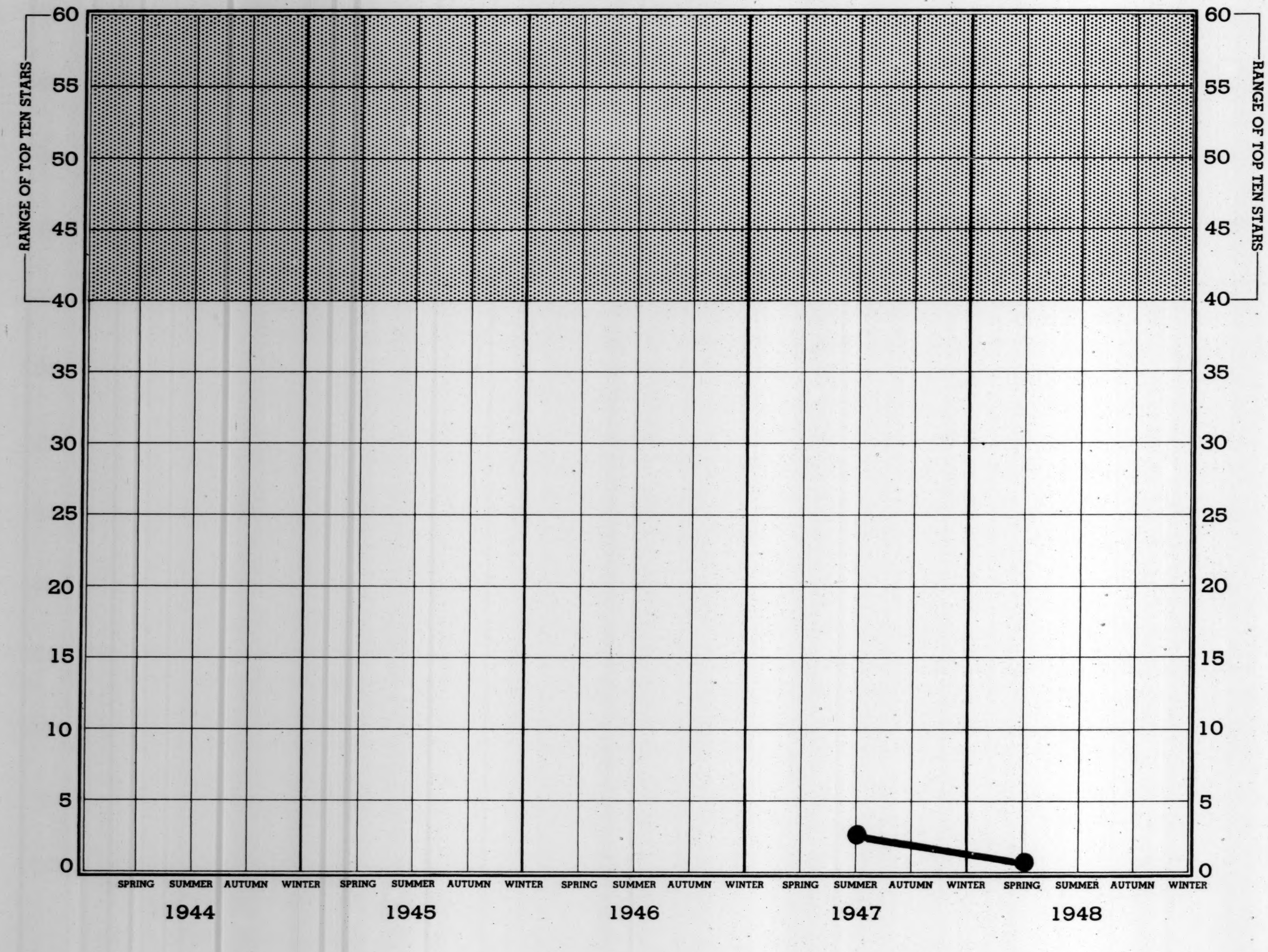

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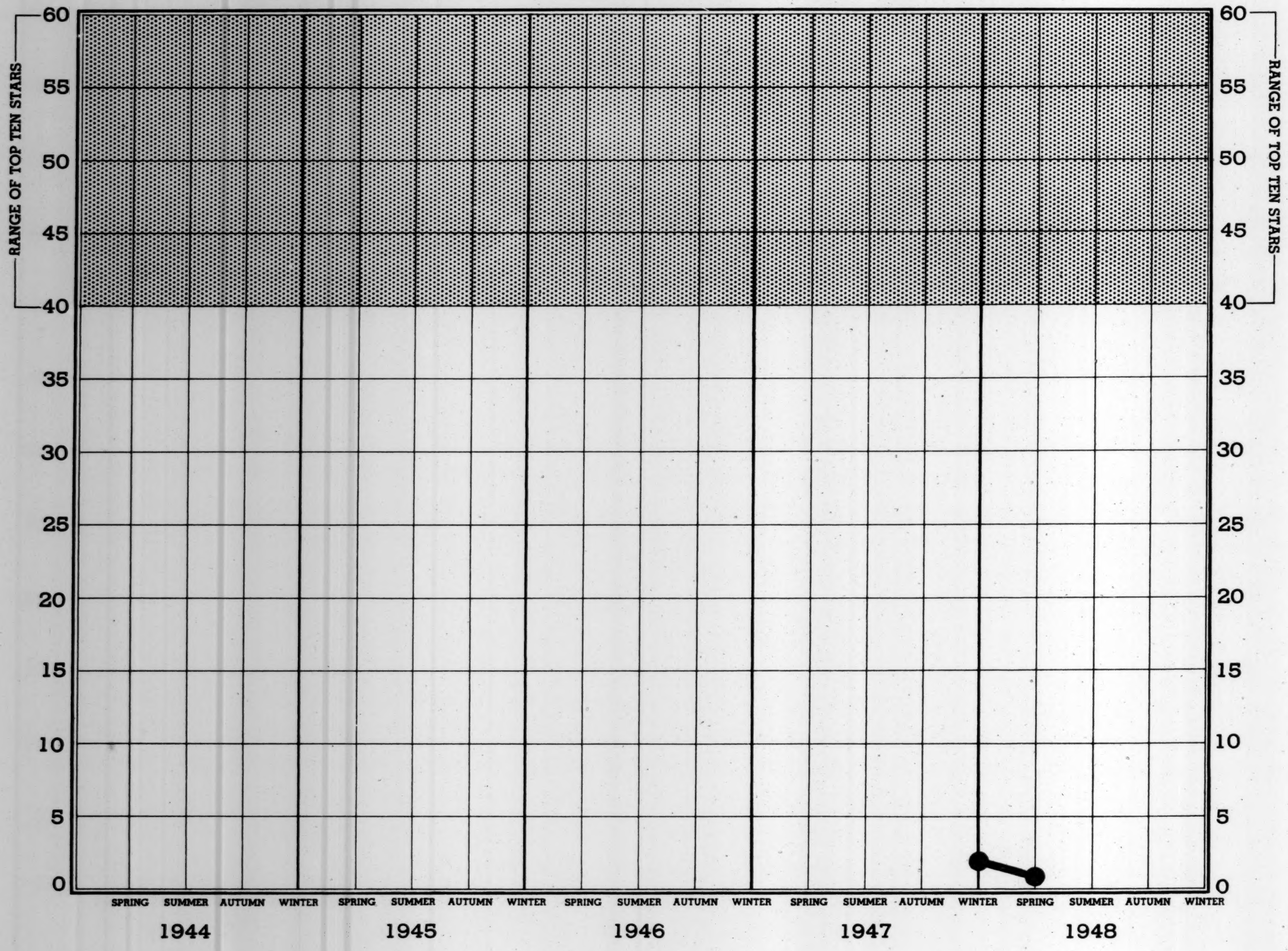

Andrea KING

Patric KNOWLES

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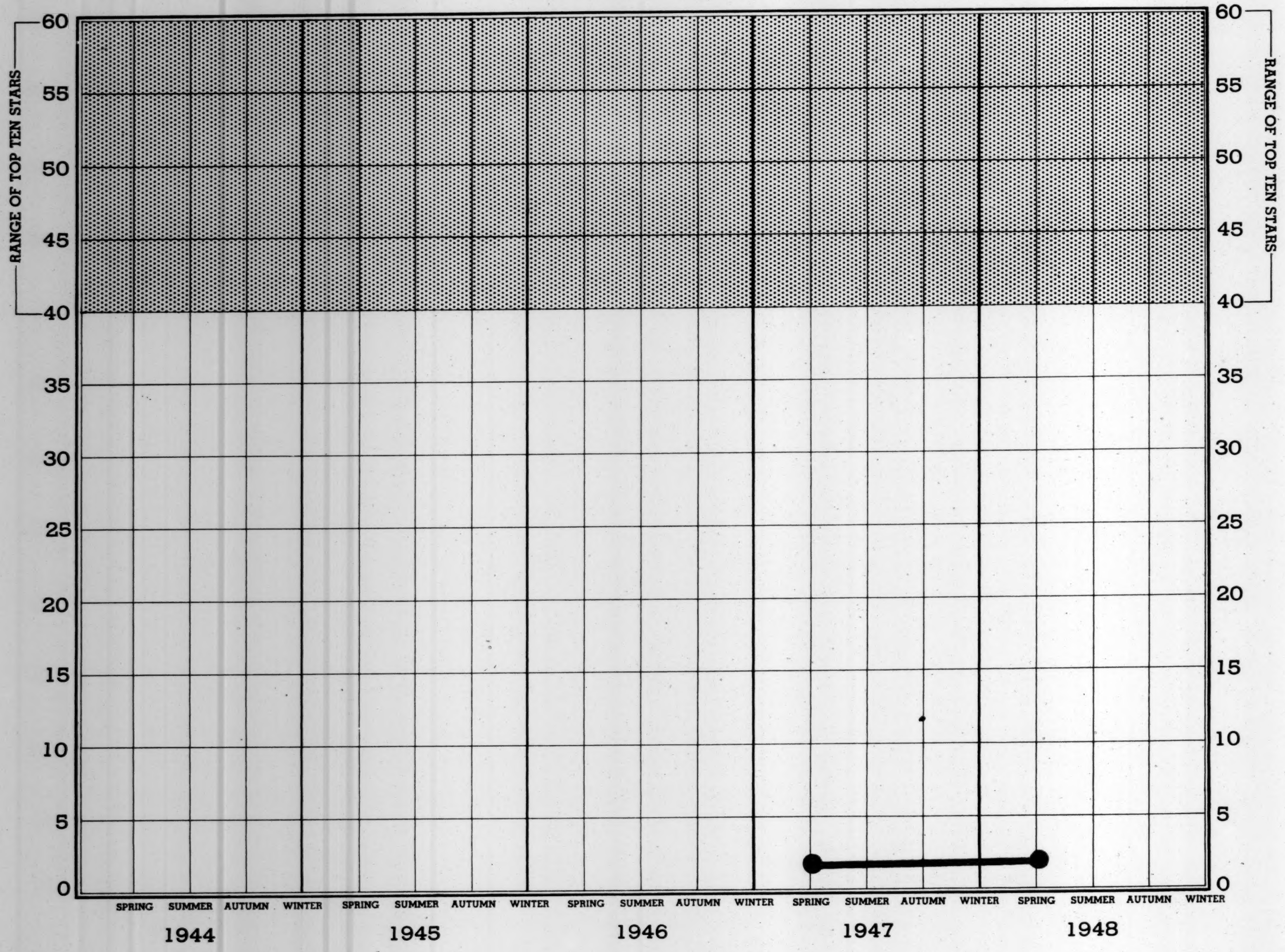

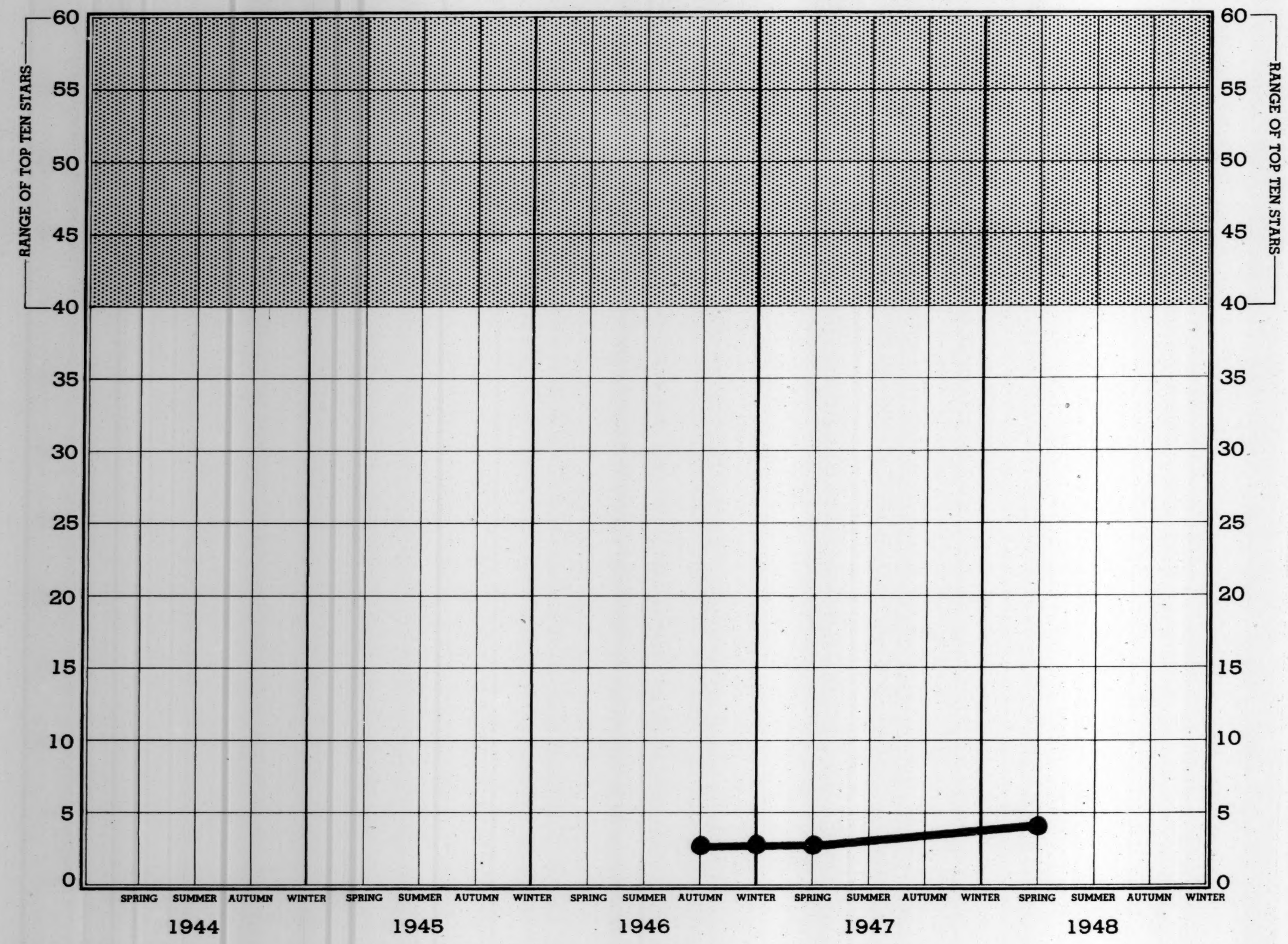

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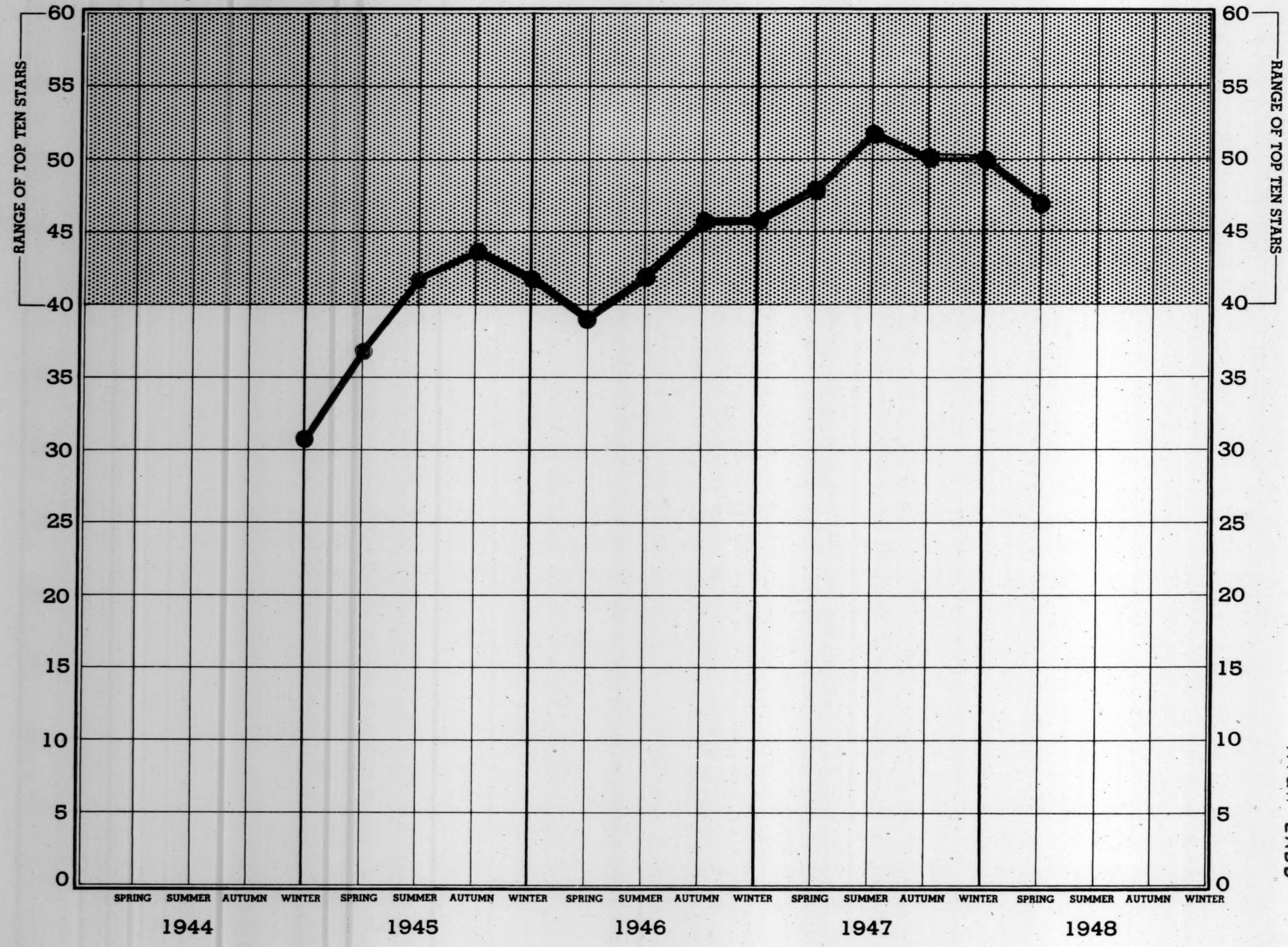
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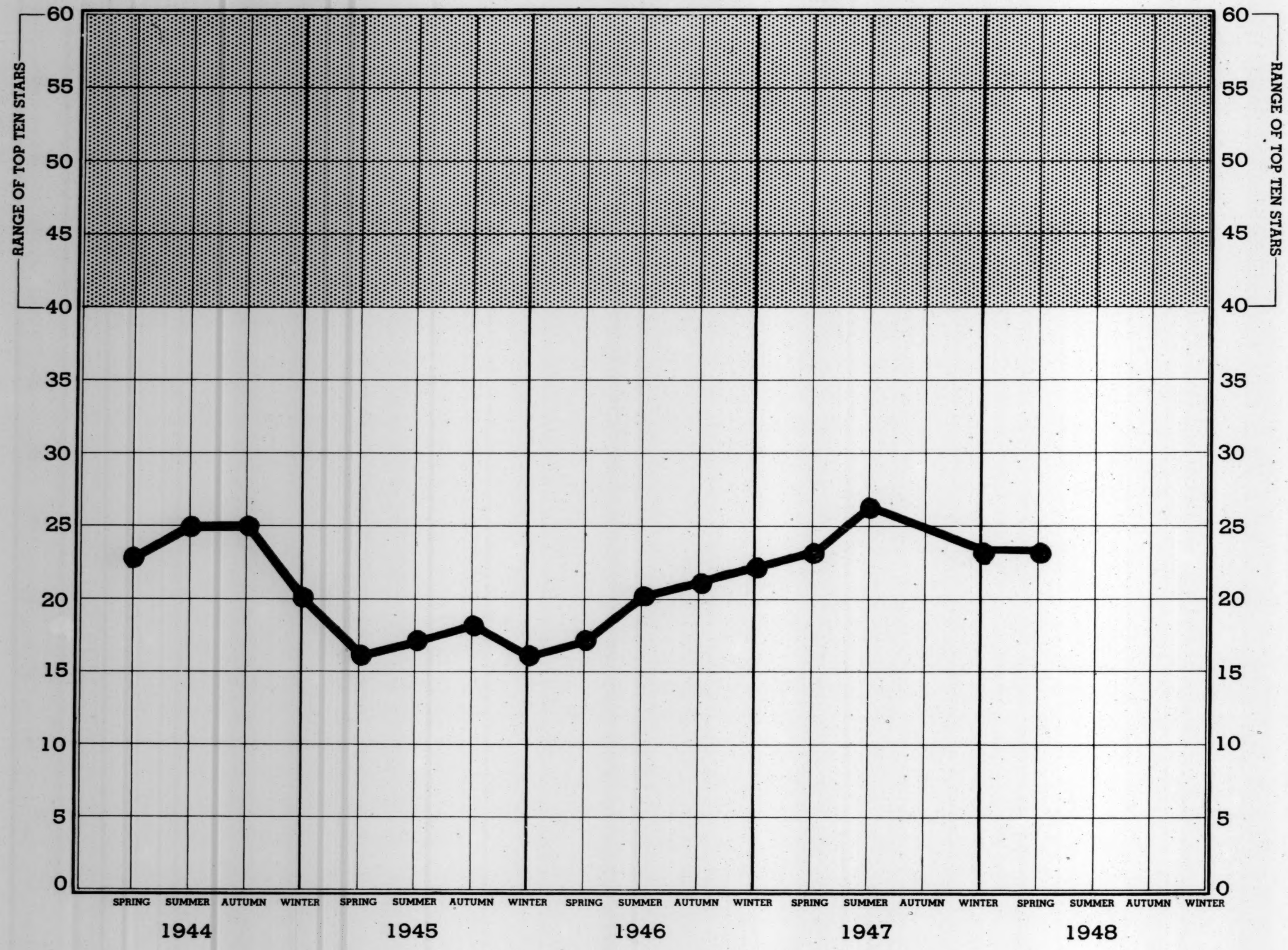

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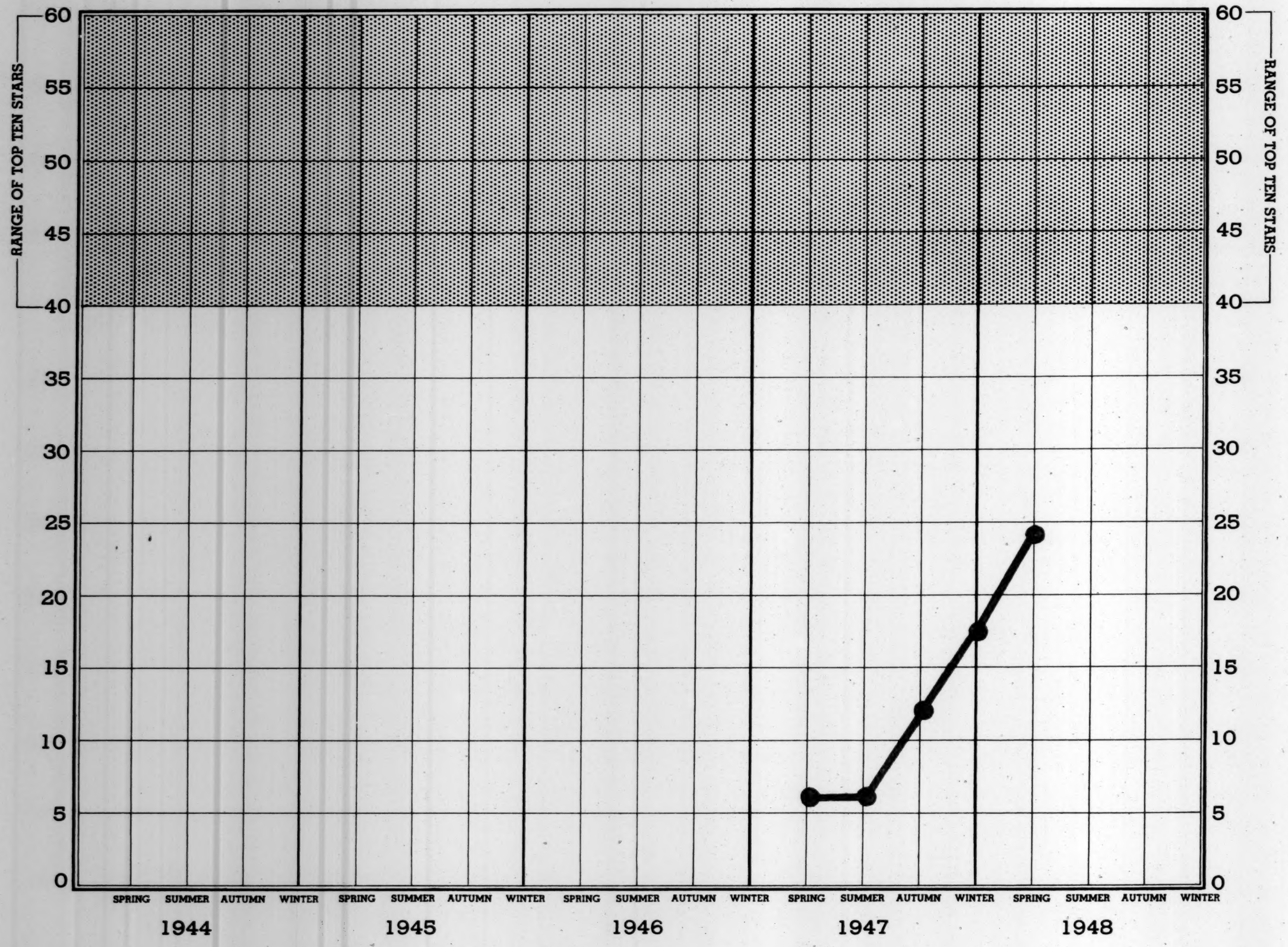

Burt LANCASTER

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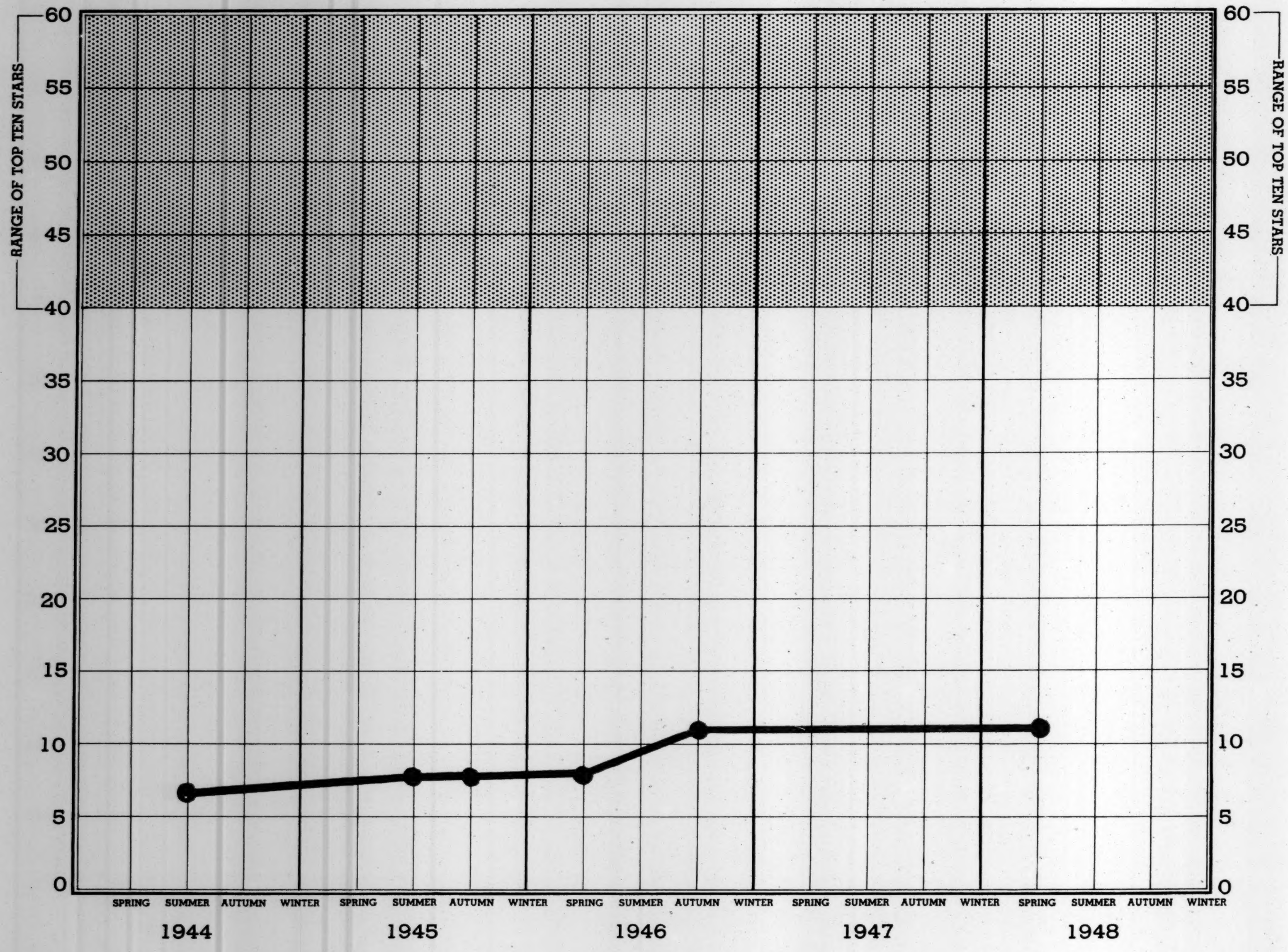

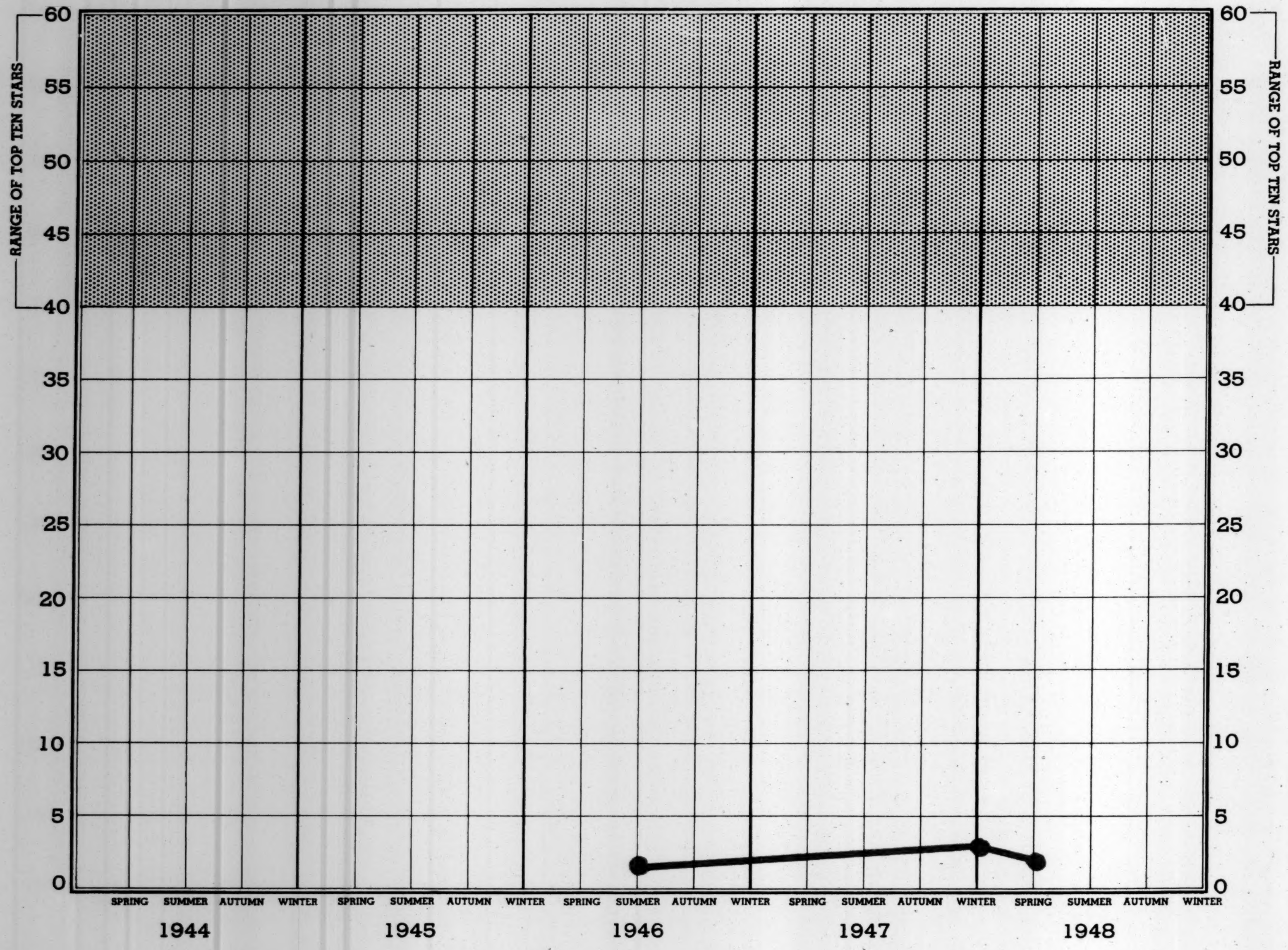

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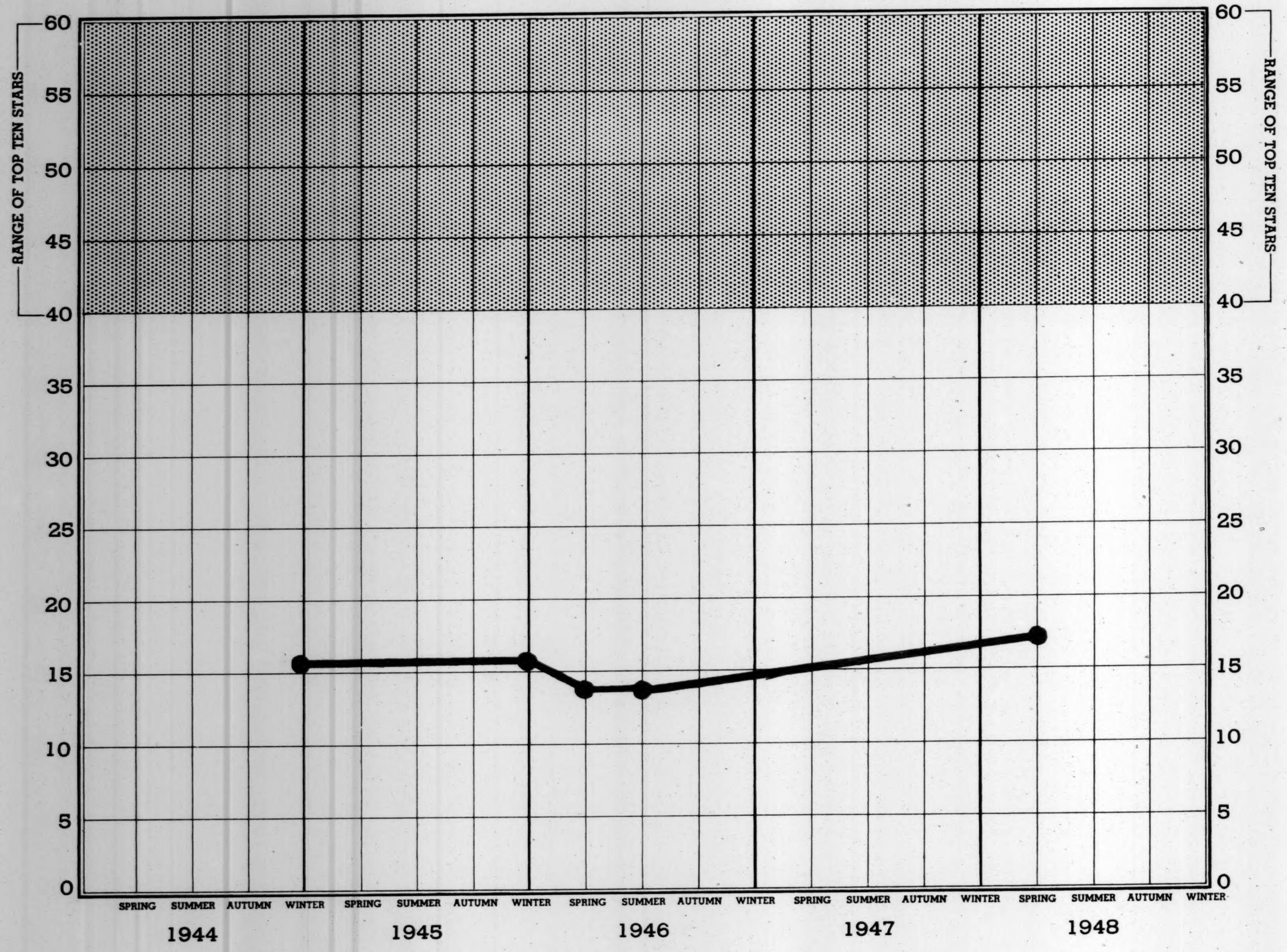

Vivien LEIGH

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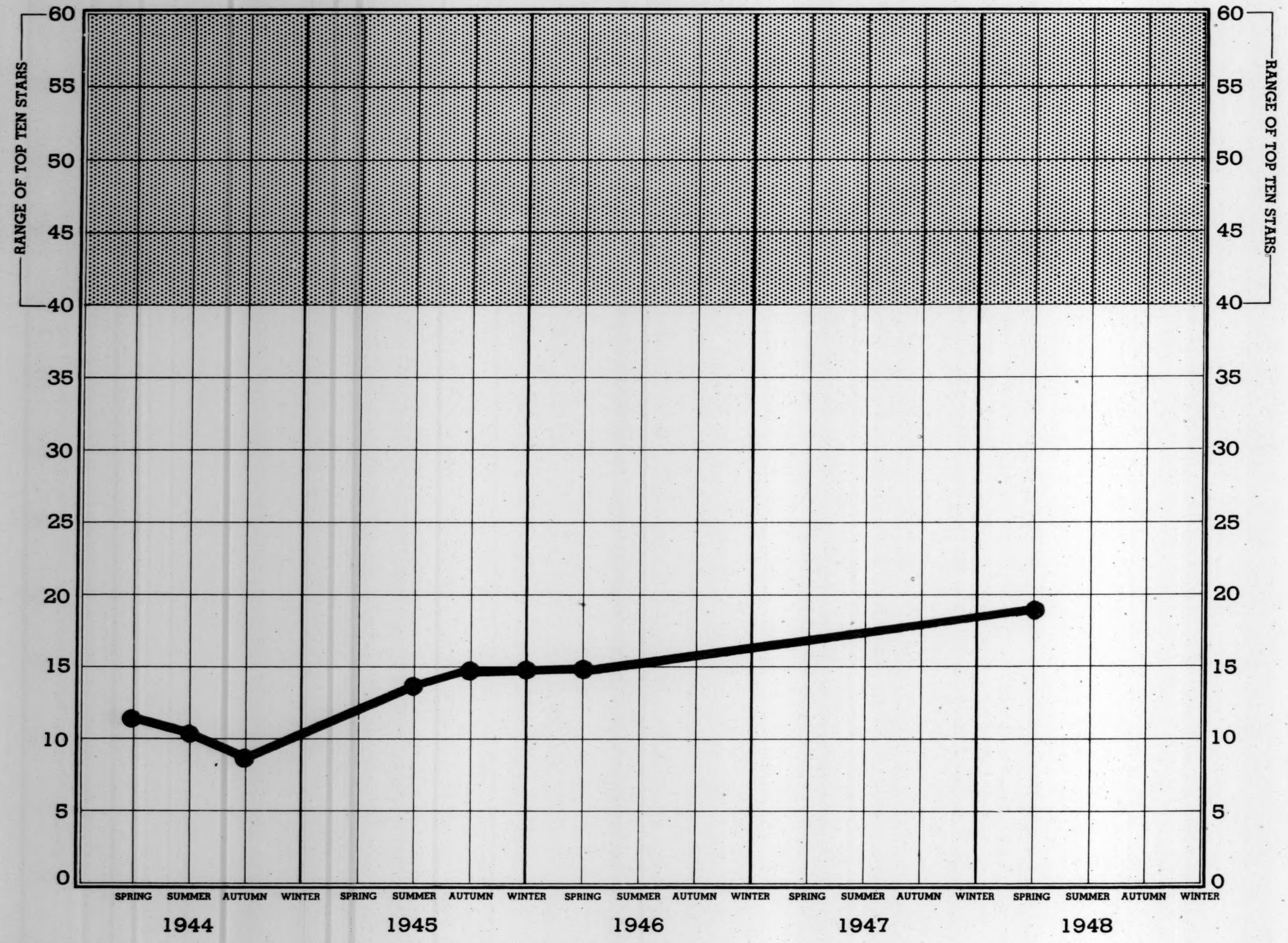

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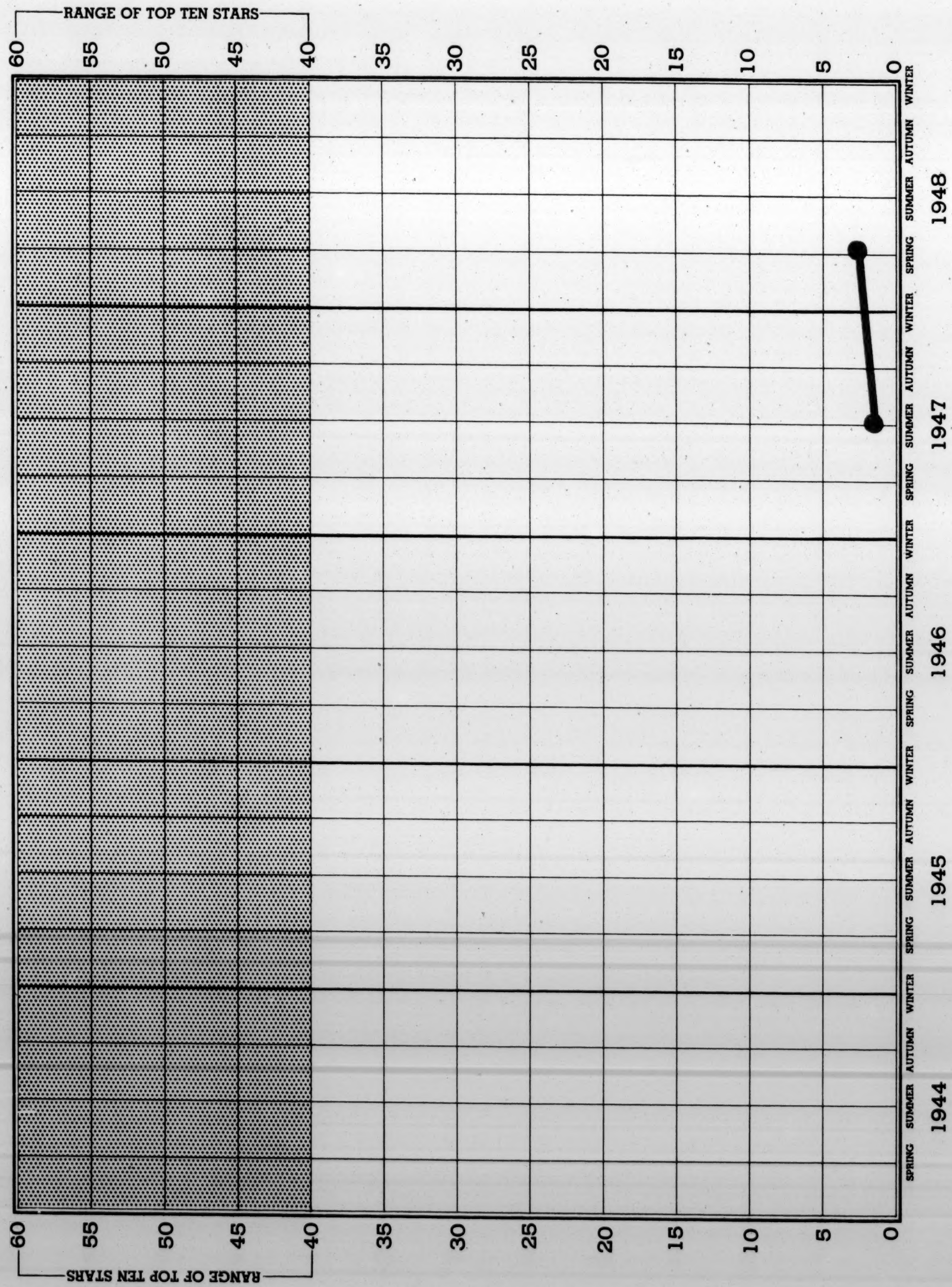

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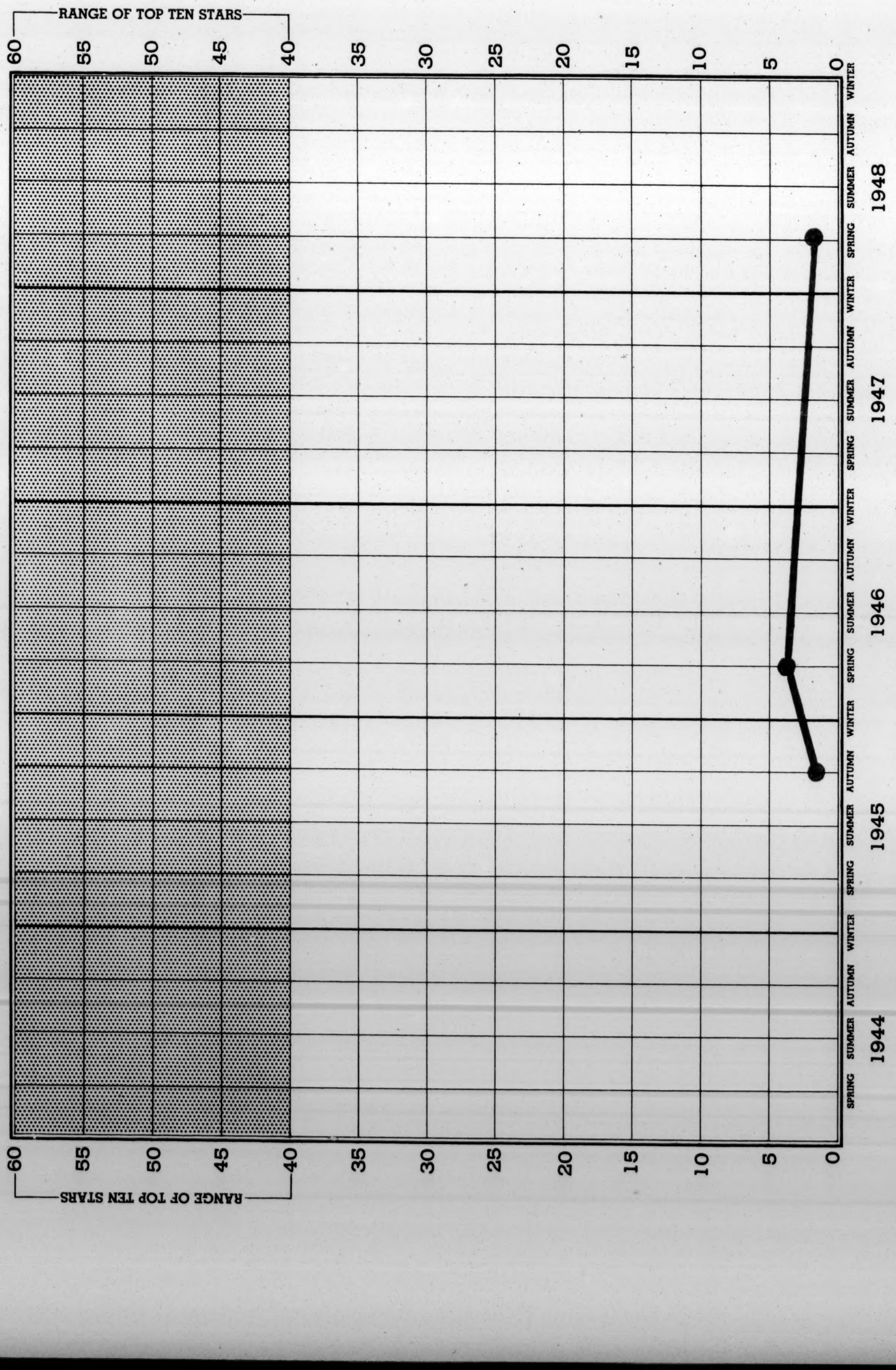

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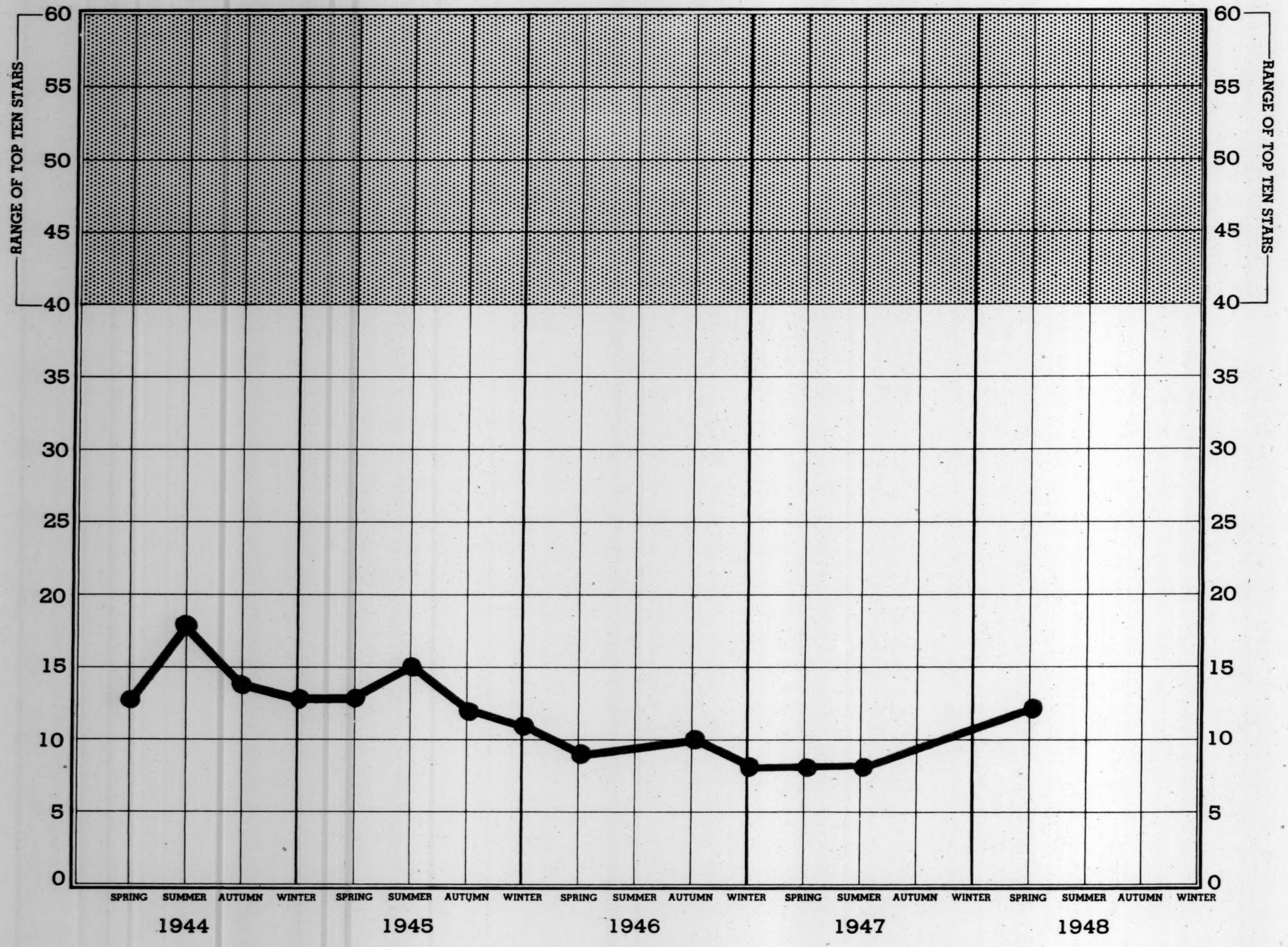
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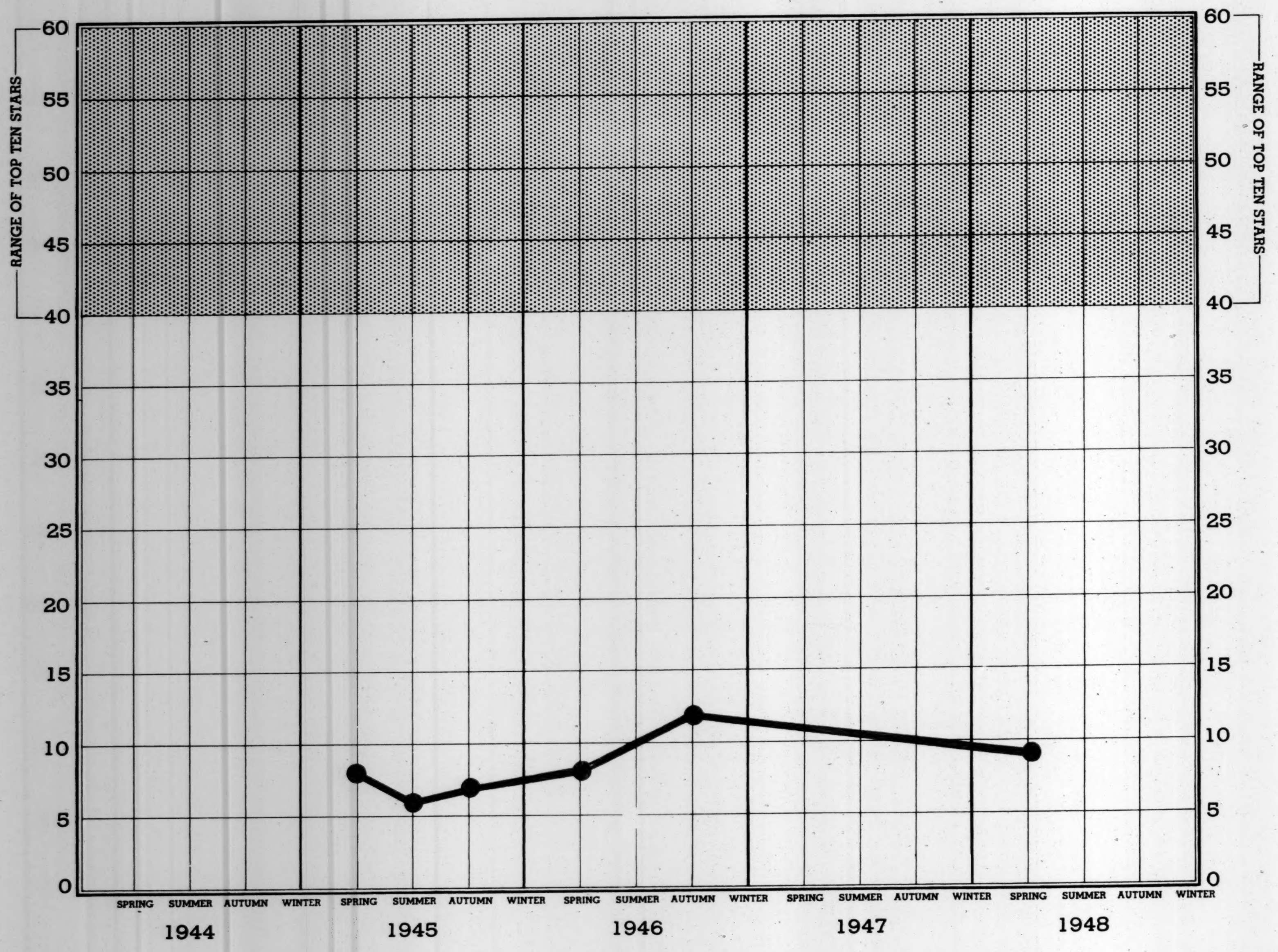
Paul LUKAS

Diana LYNN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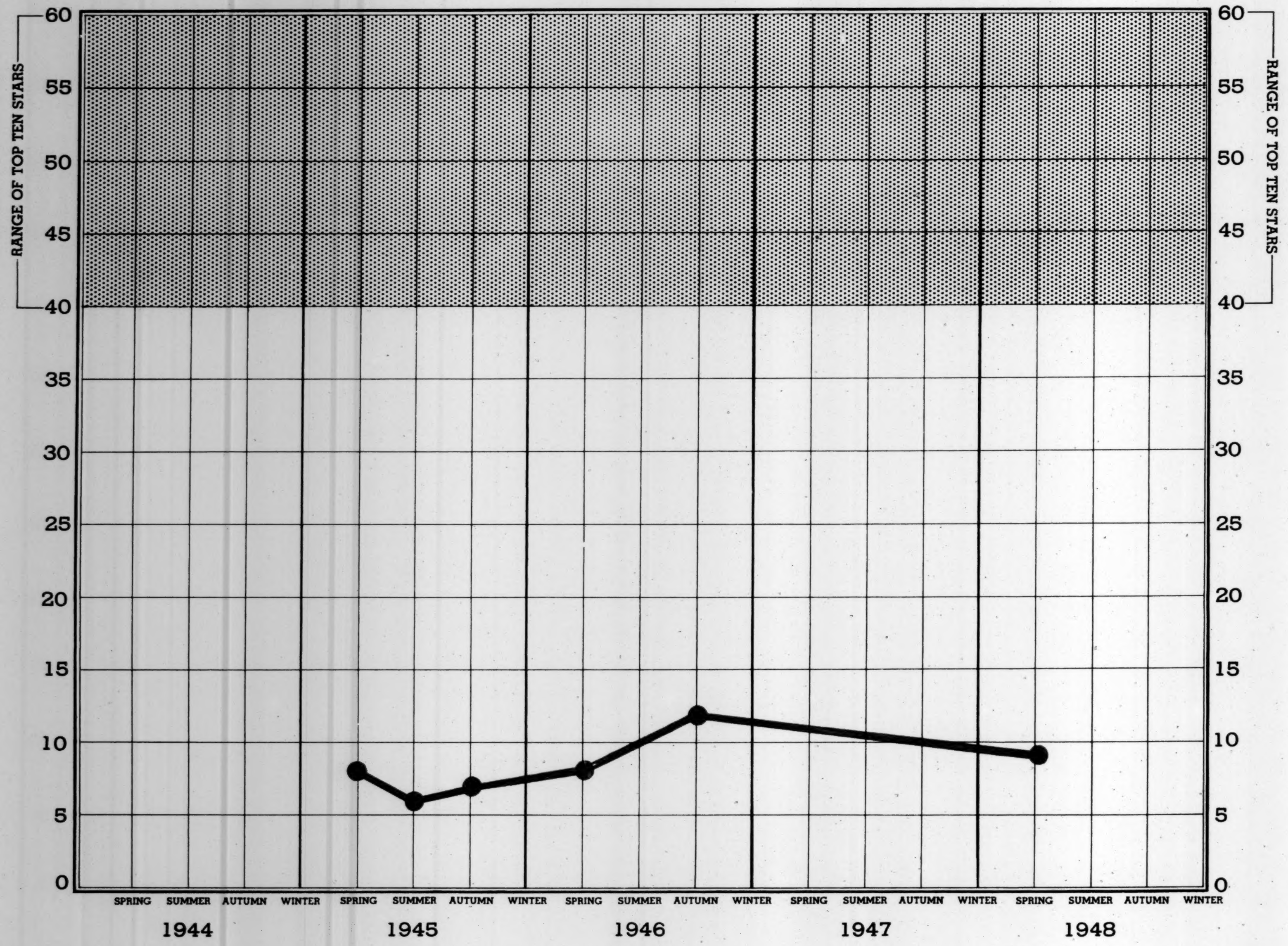
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Diana LYNN

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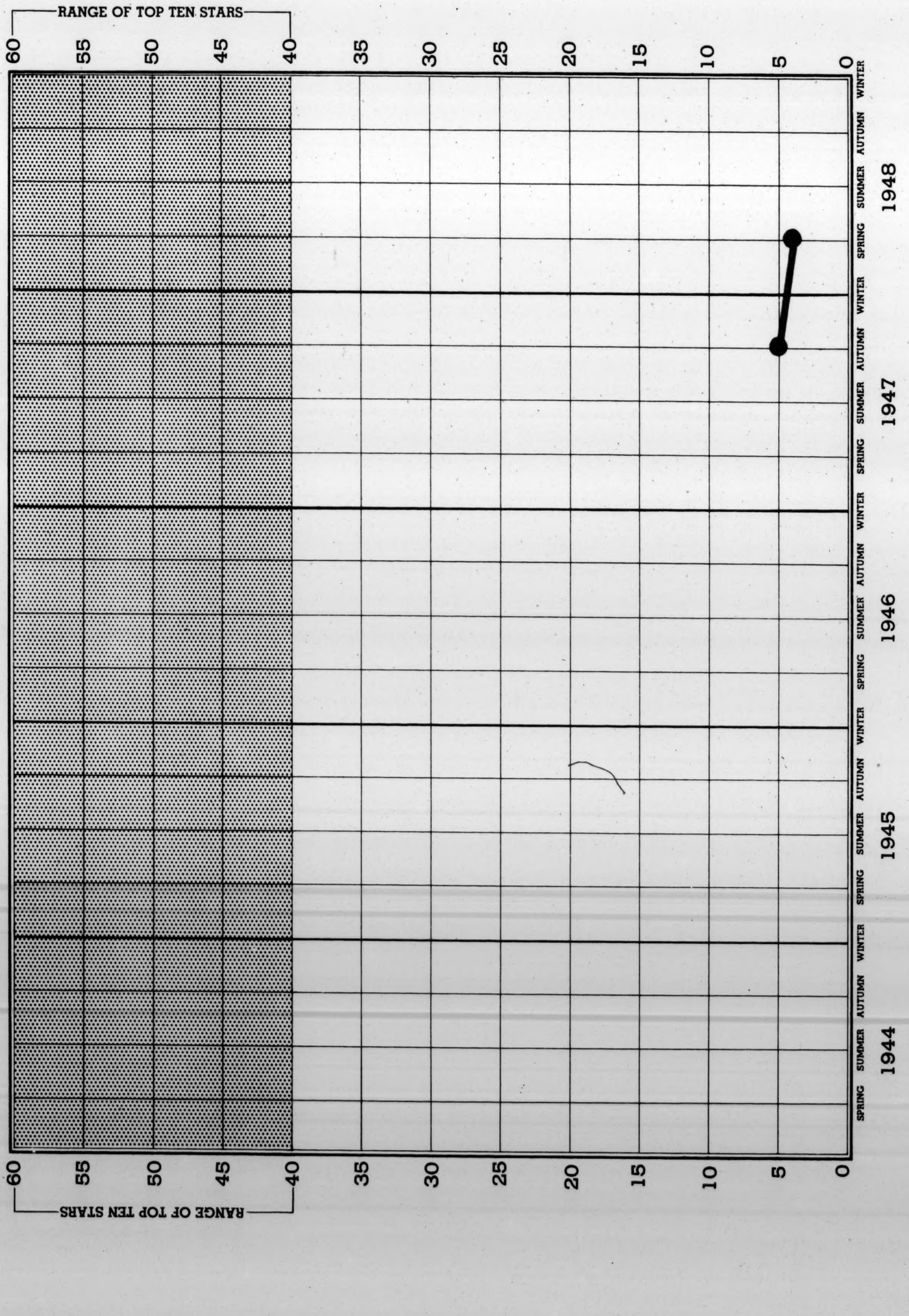

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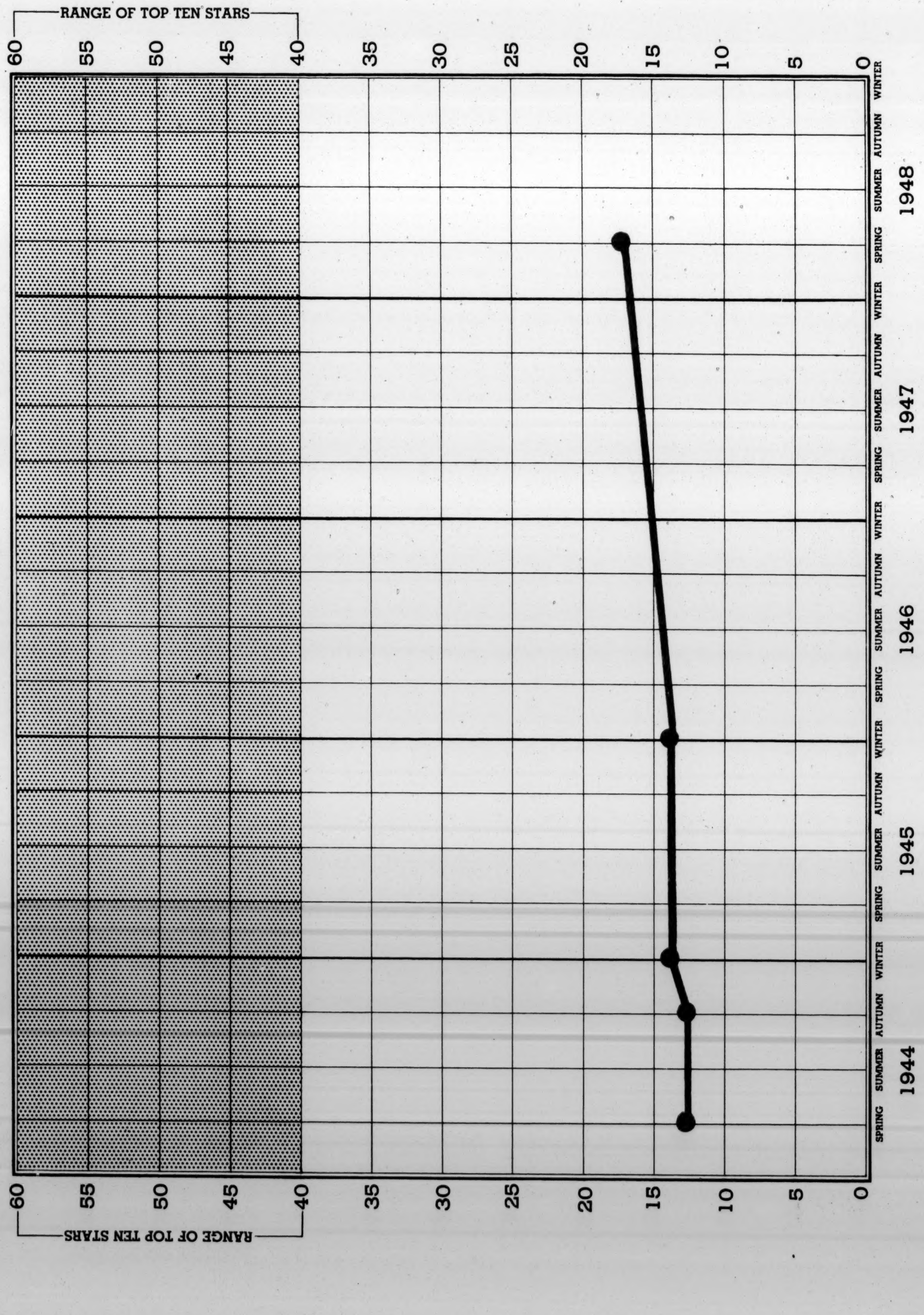
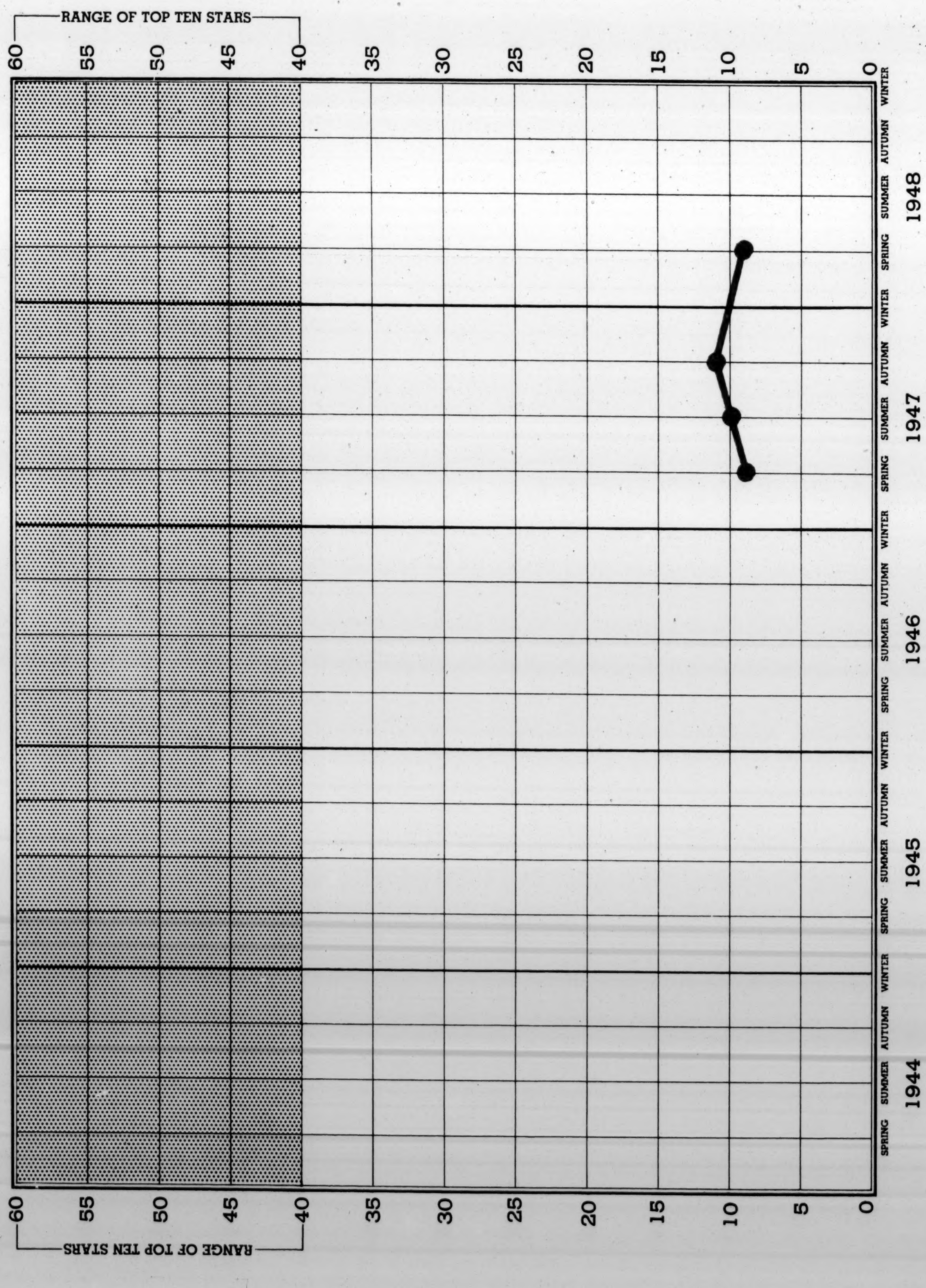


Marjorie MAIN



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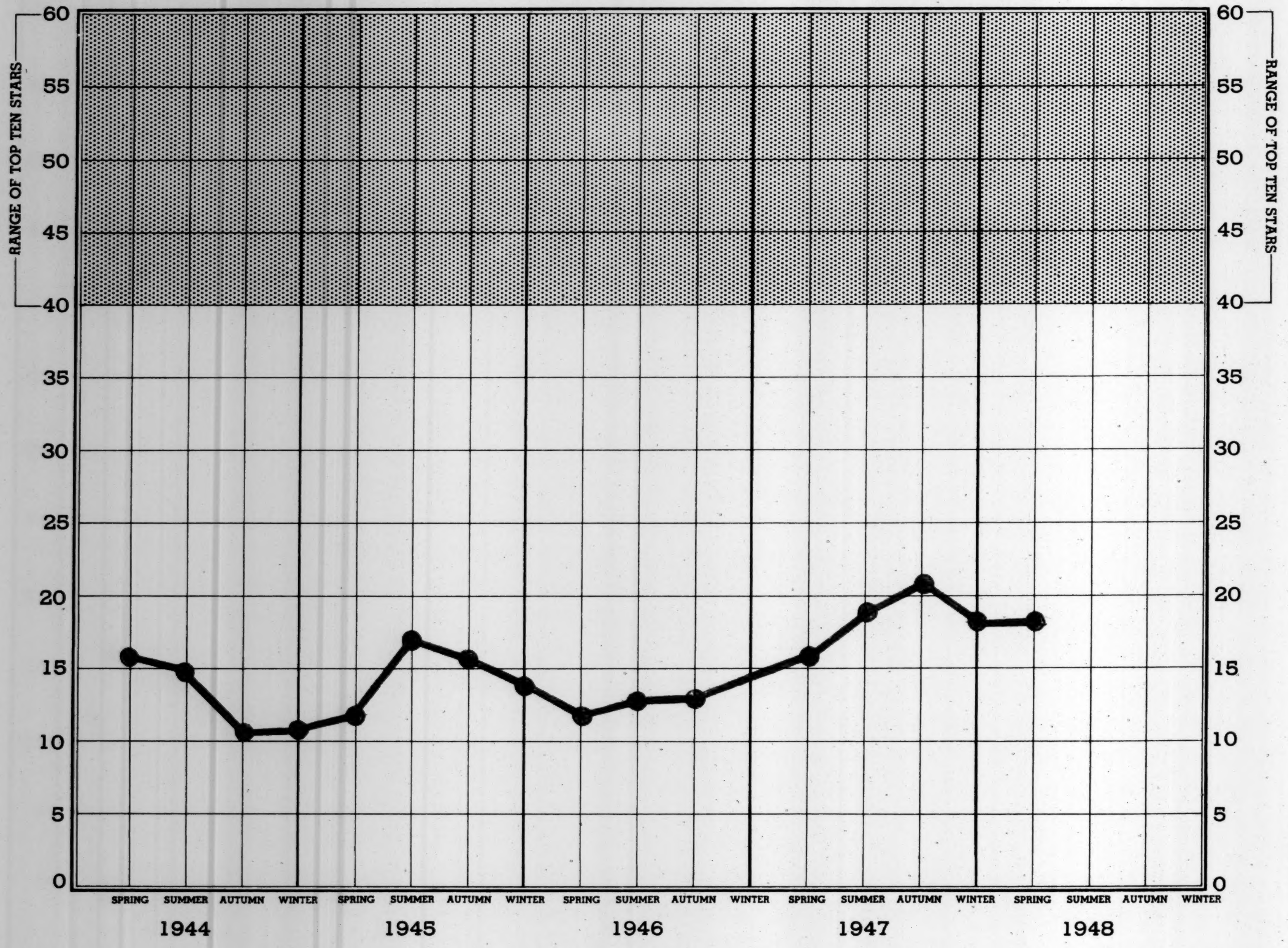
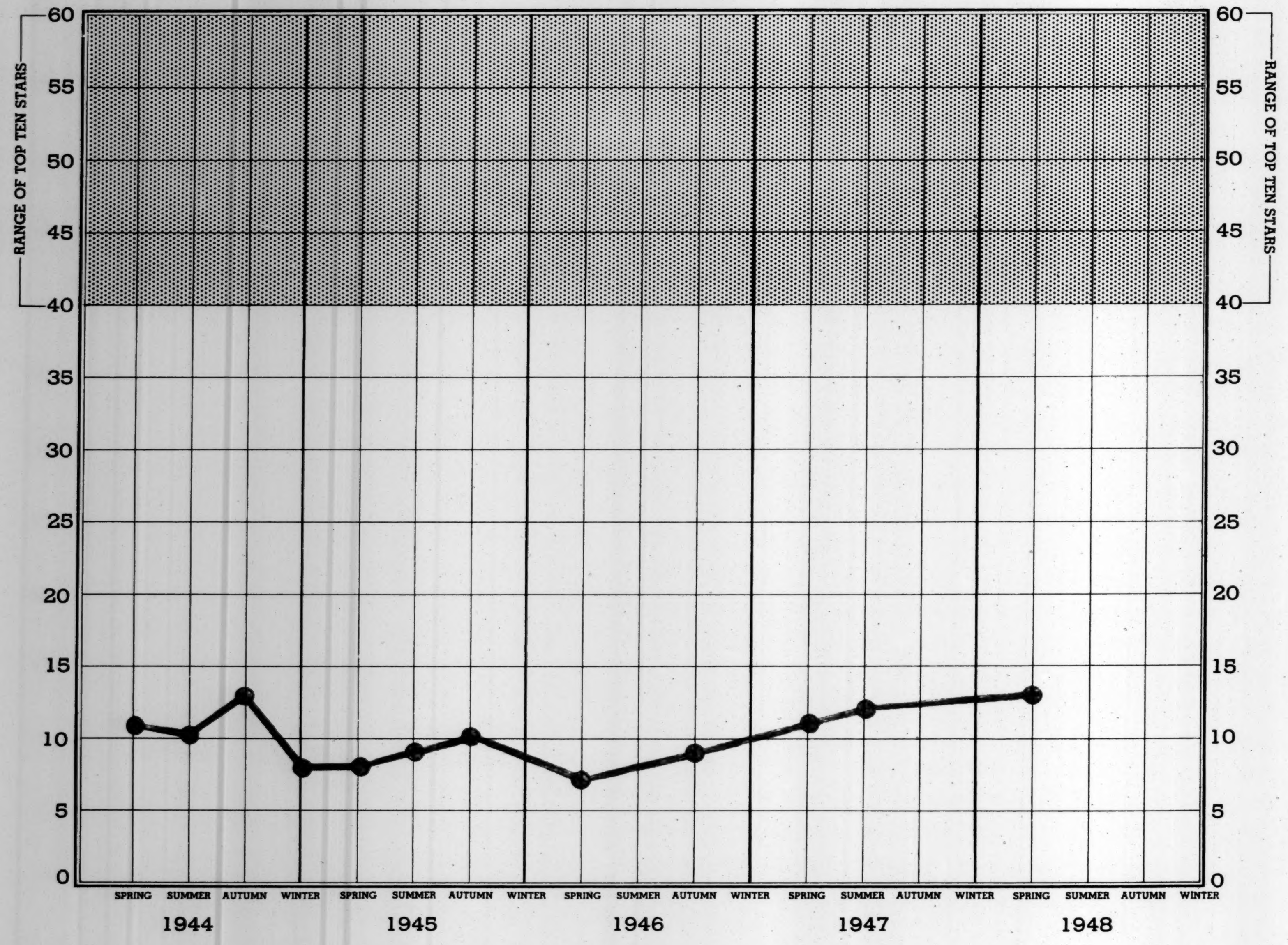
Fredric MARCH



Herbert MARSHALL



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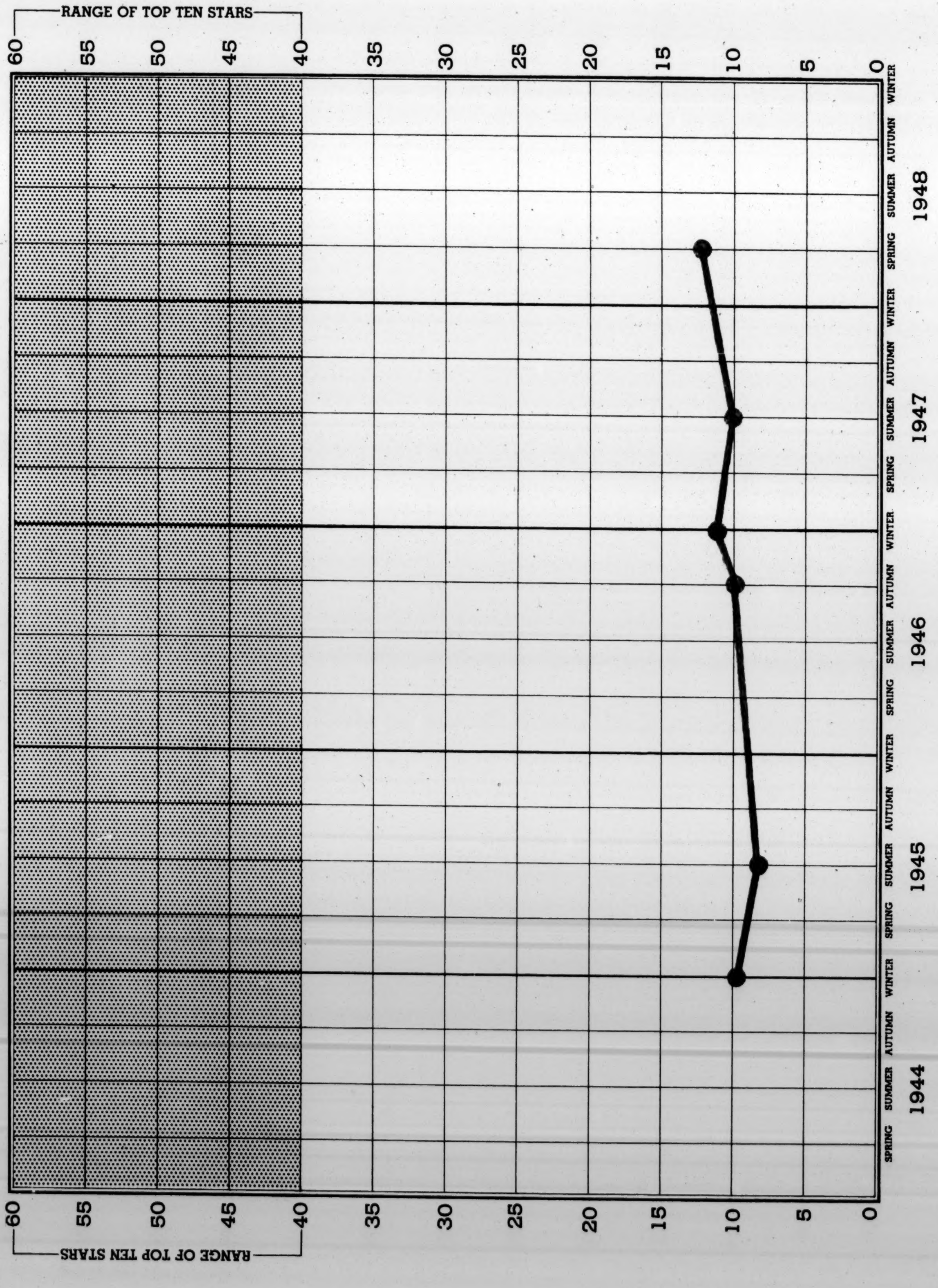

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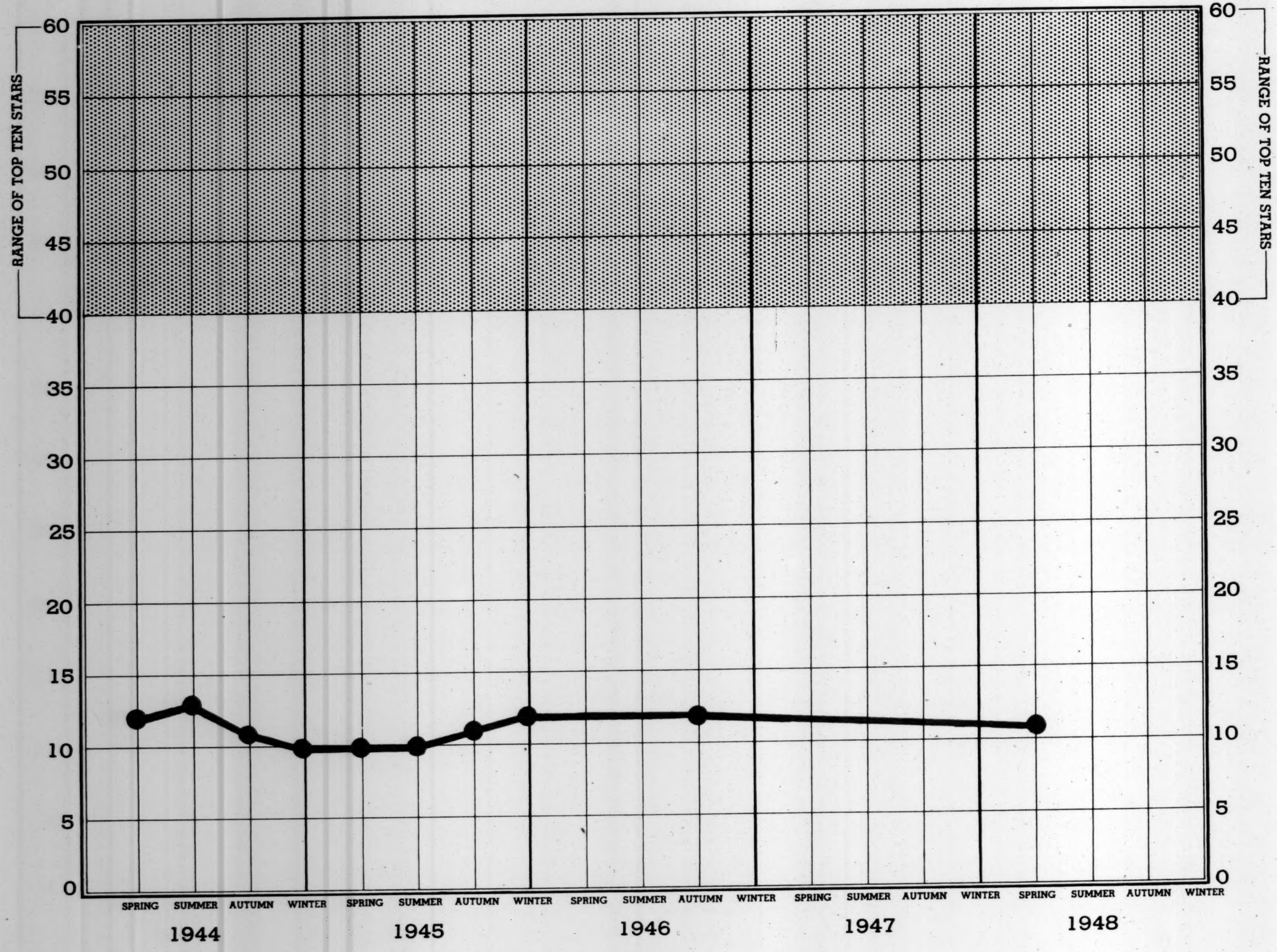
Roddy MC DOWALL



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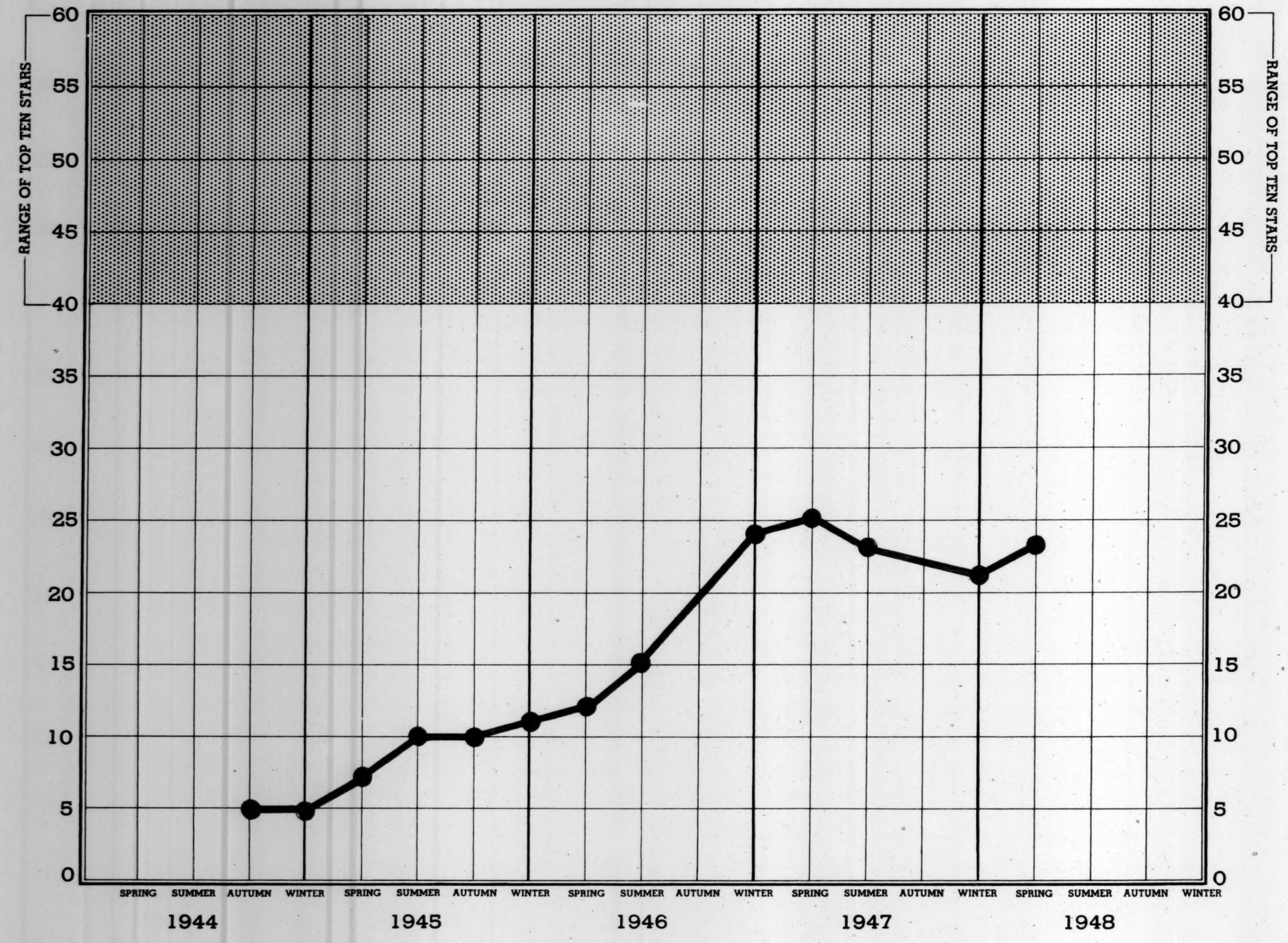
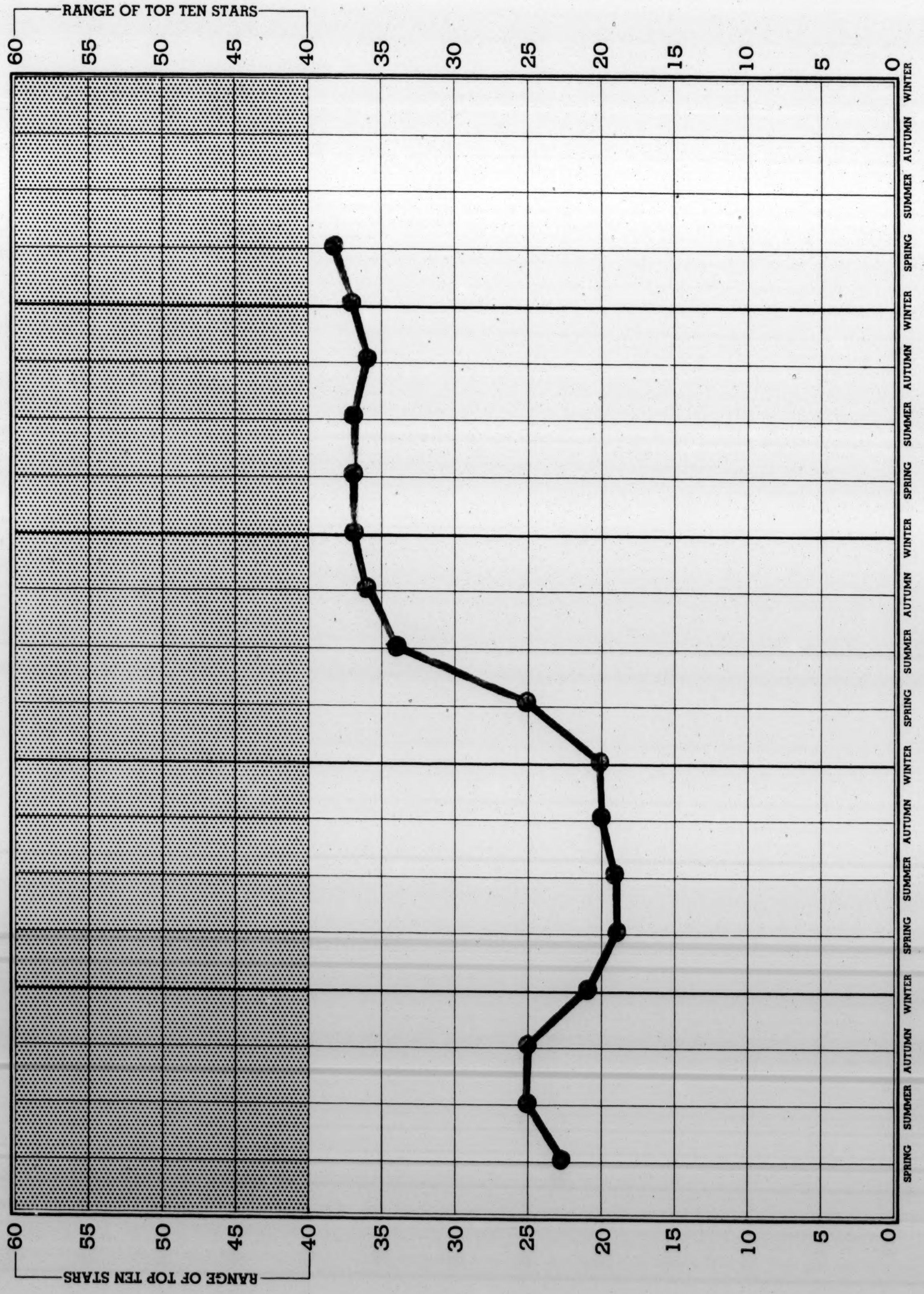


Ray MILLAND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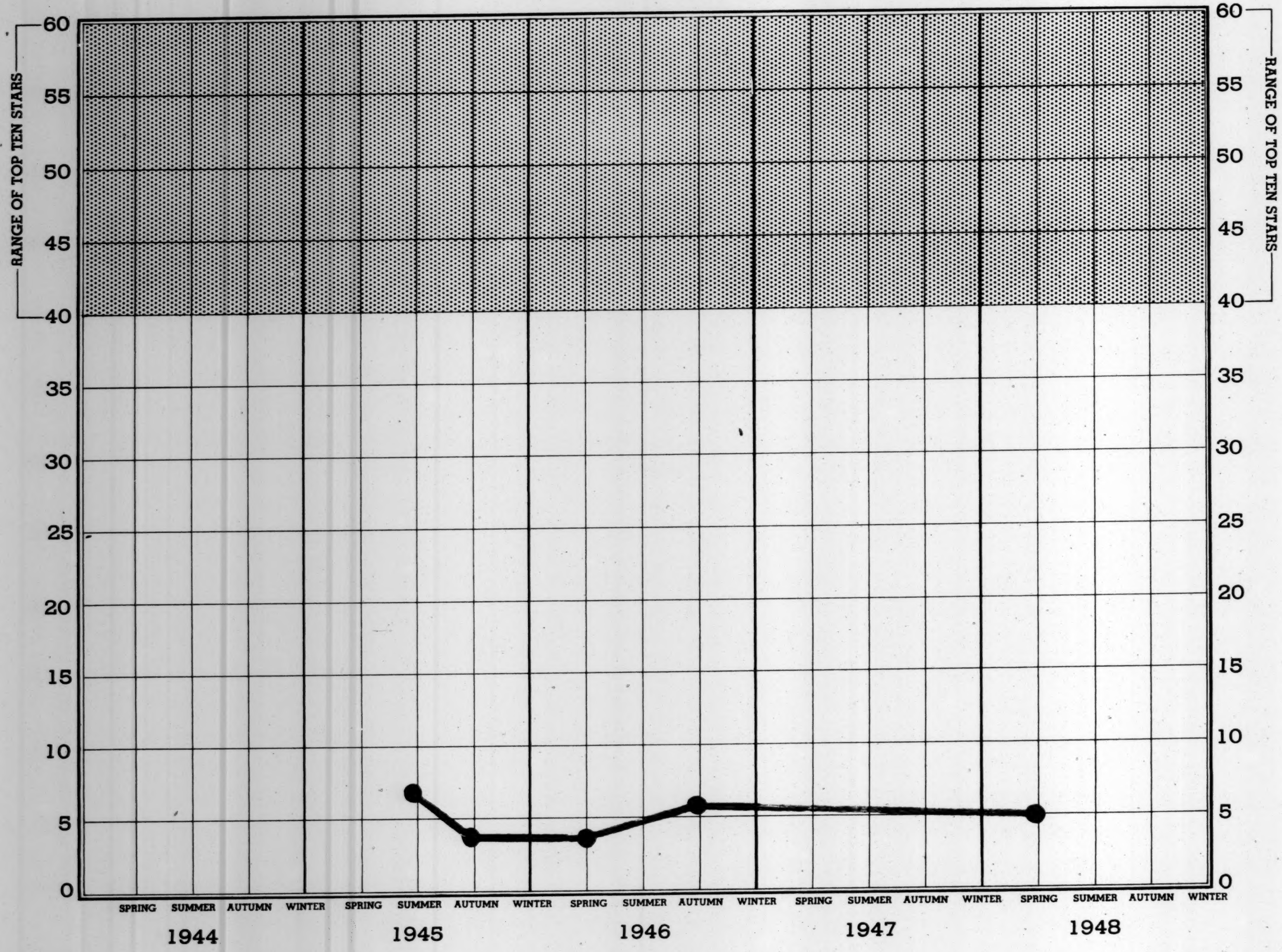
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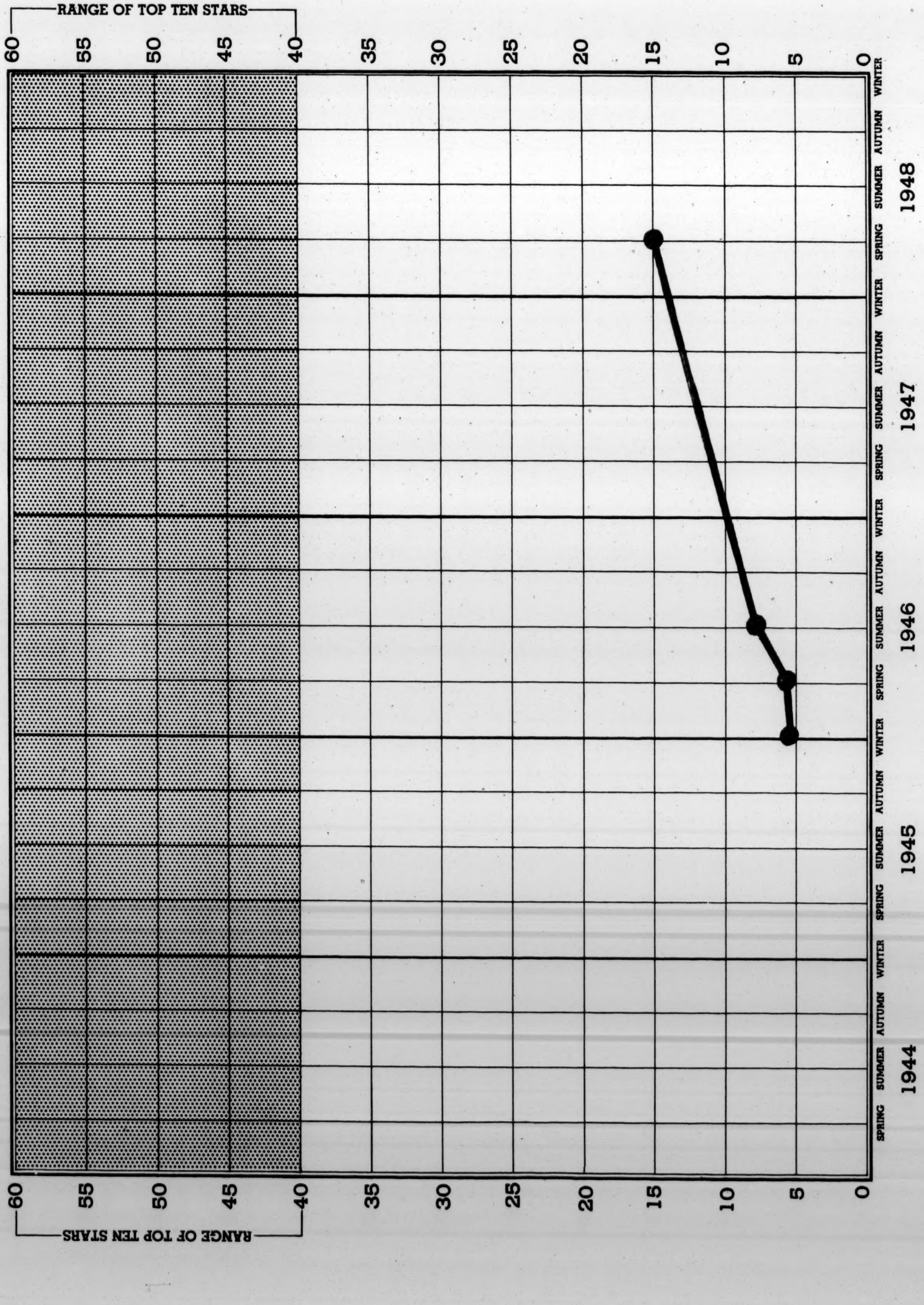
Ann MILLER

Thomas MITCHELL



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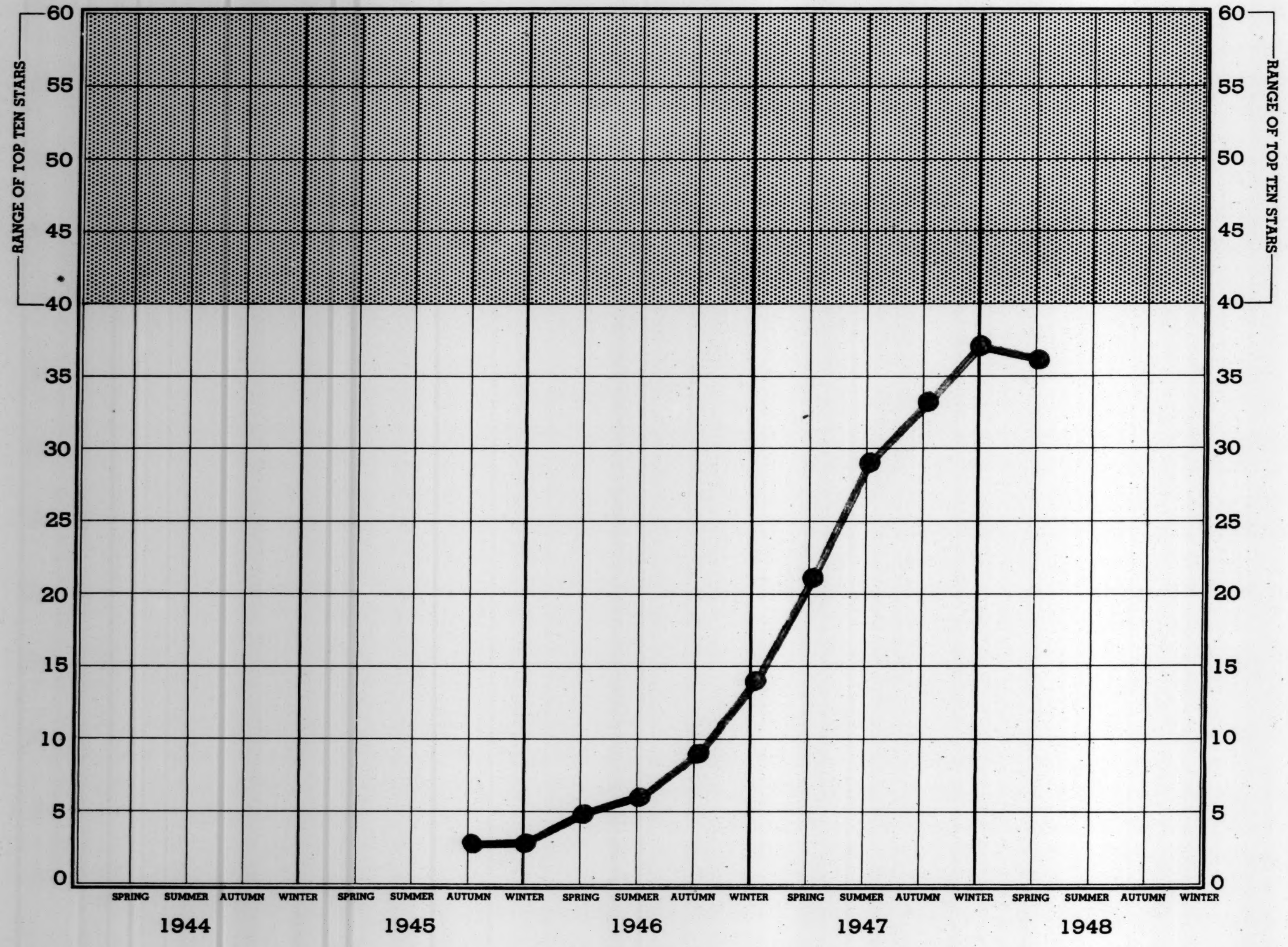
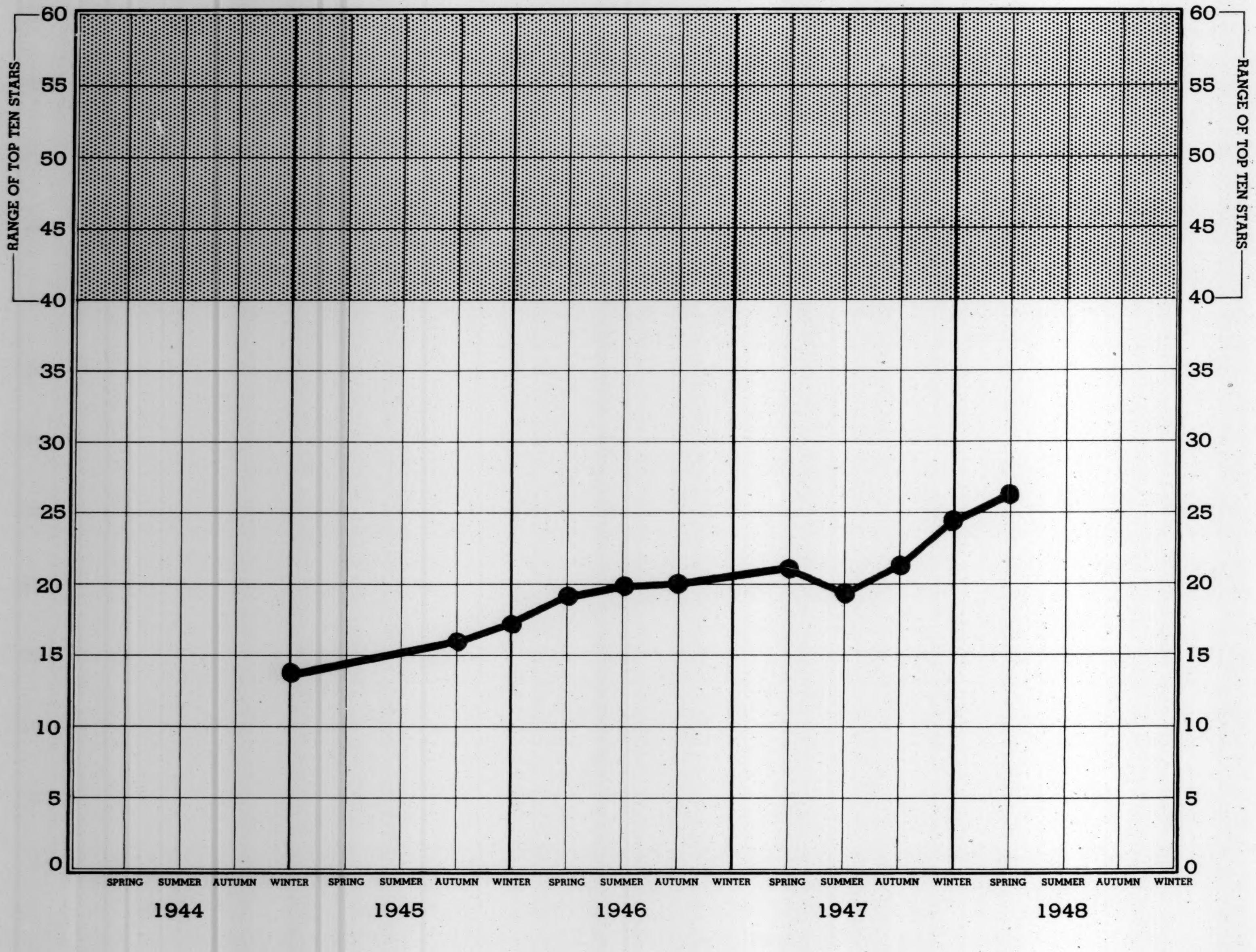
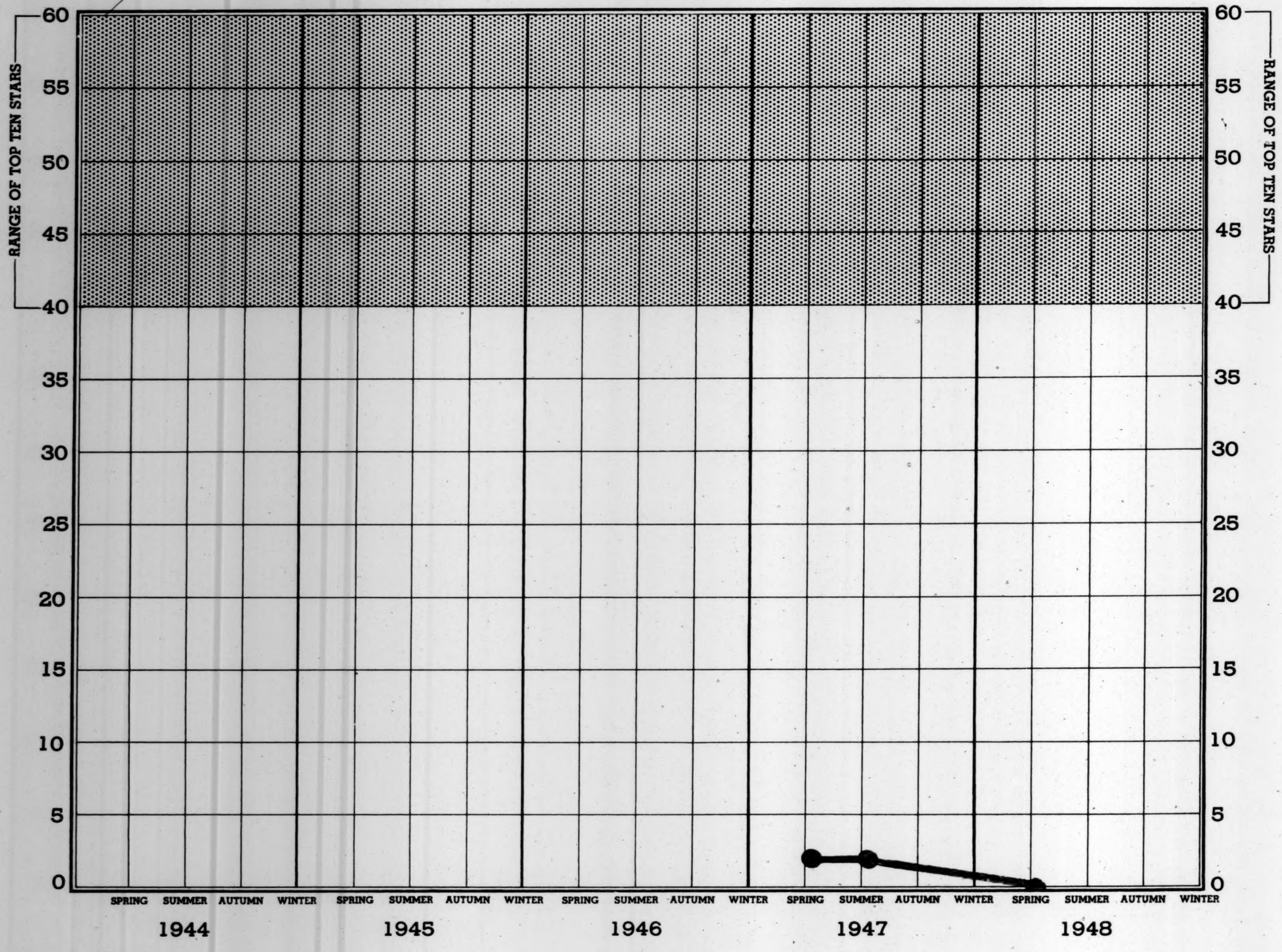




Robert MONTGOMERY



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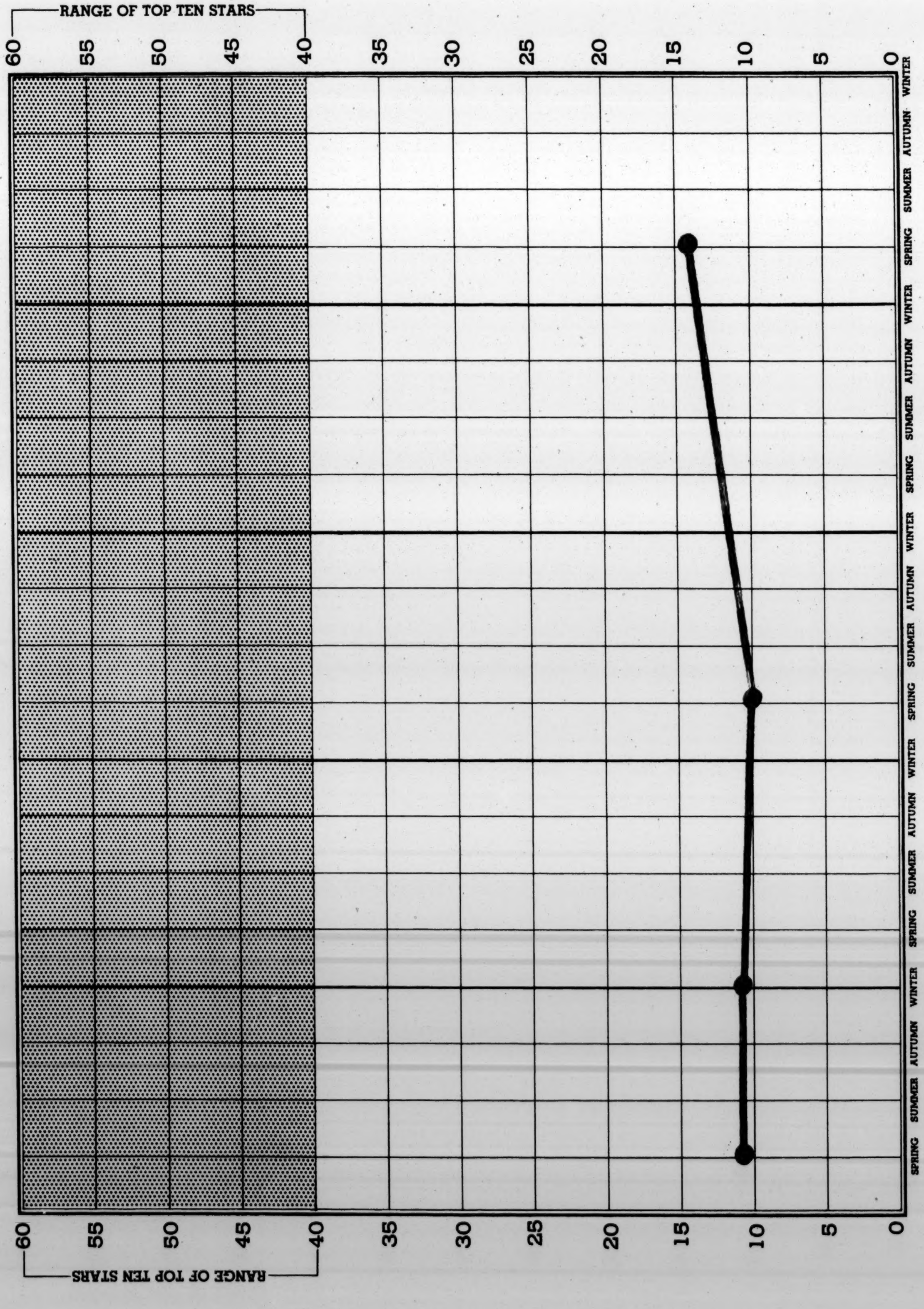
Frank MORGAN



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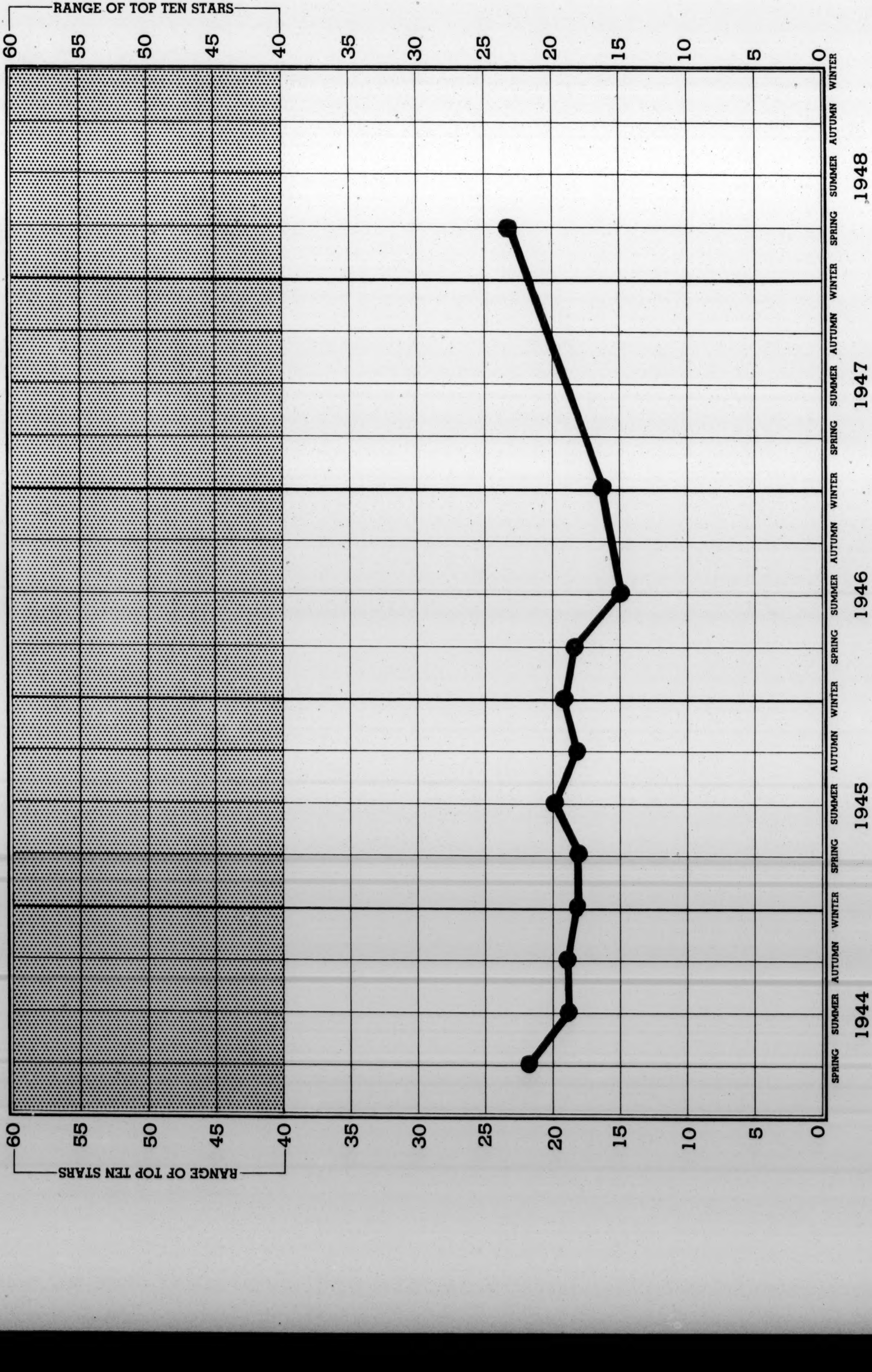
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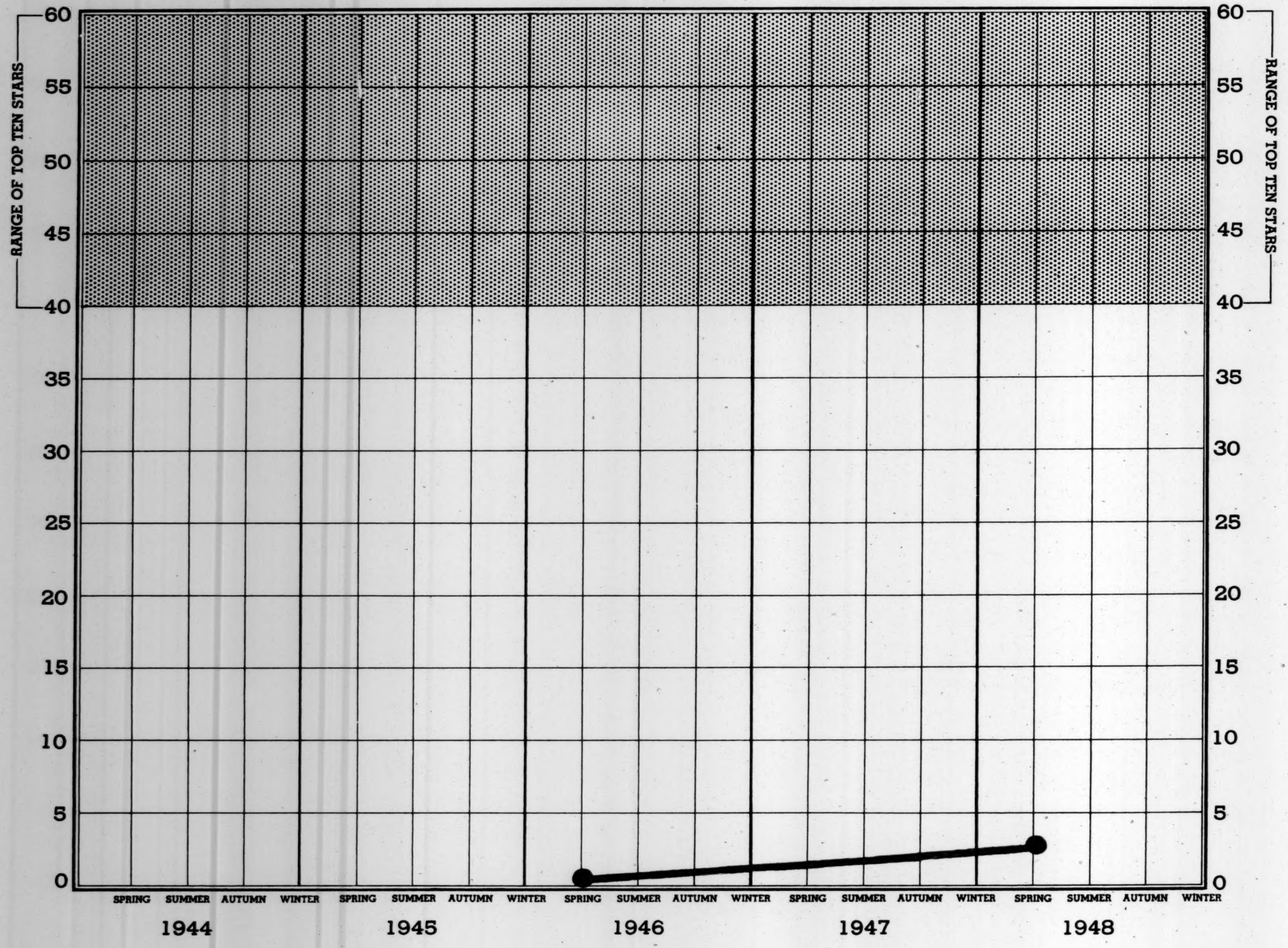
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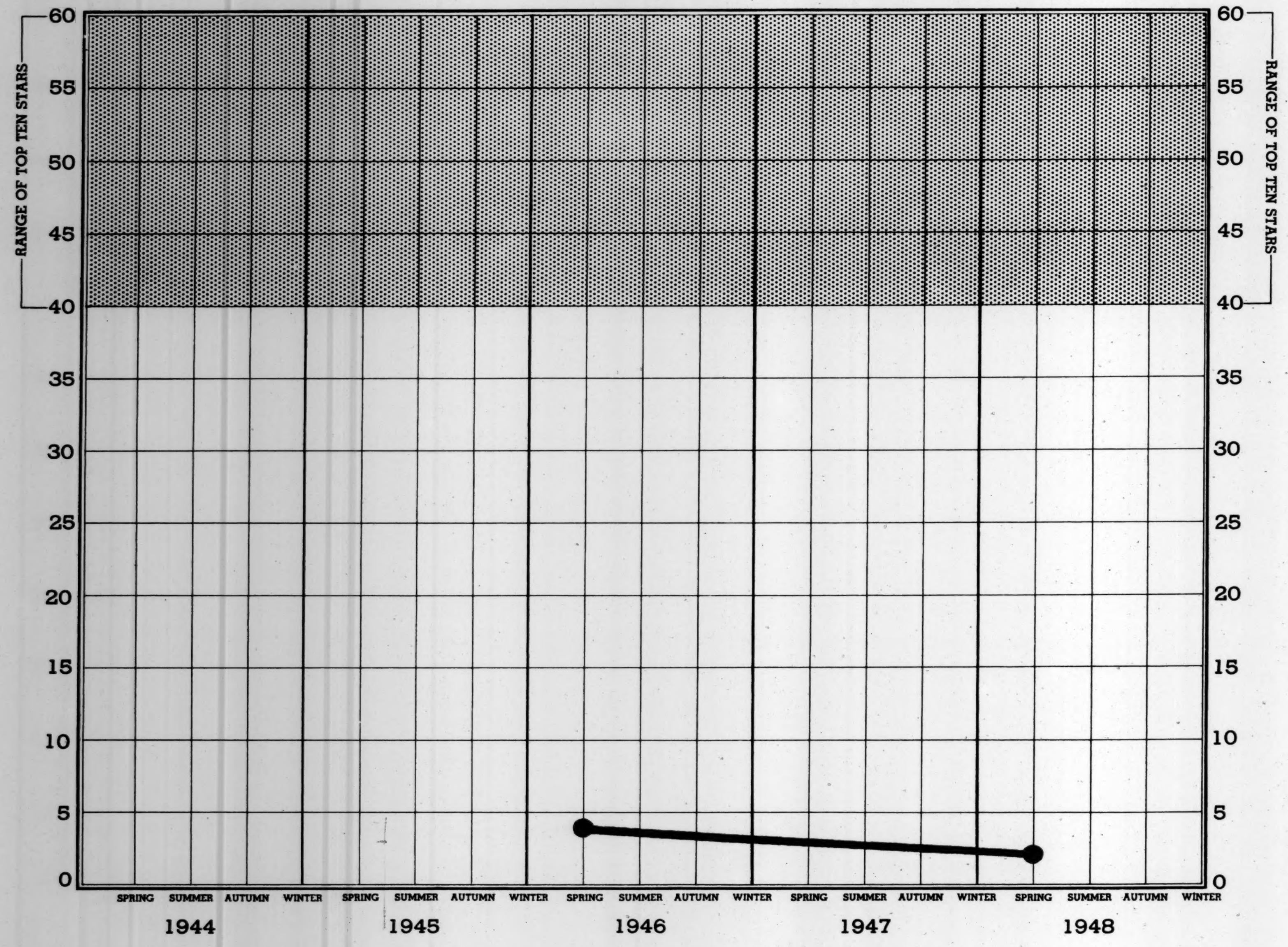

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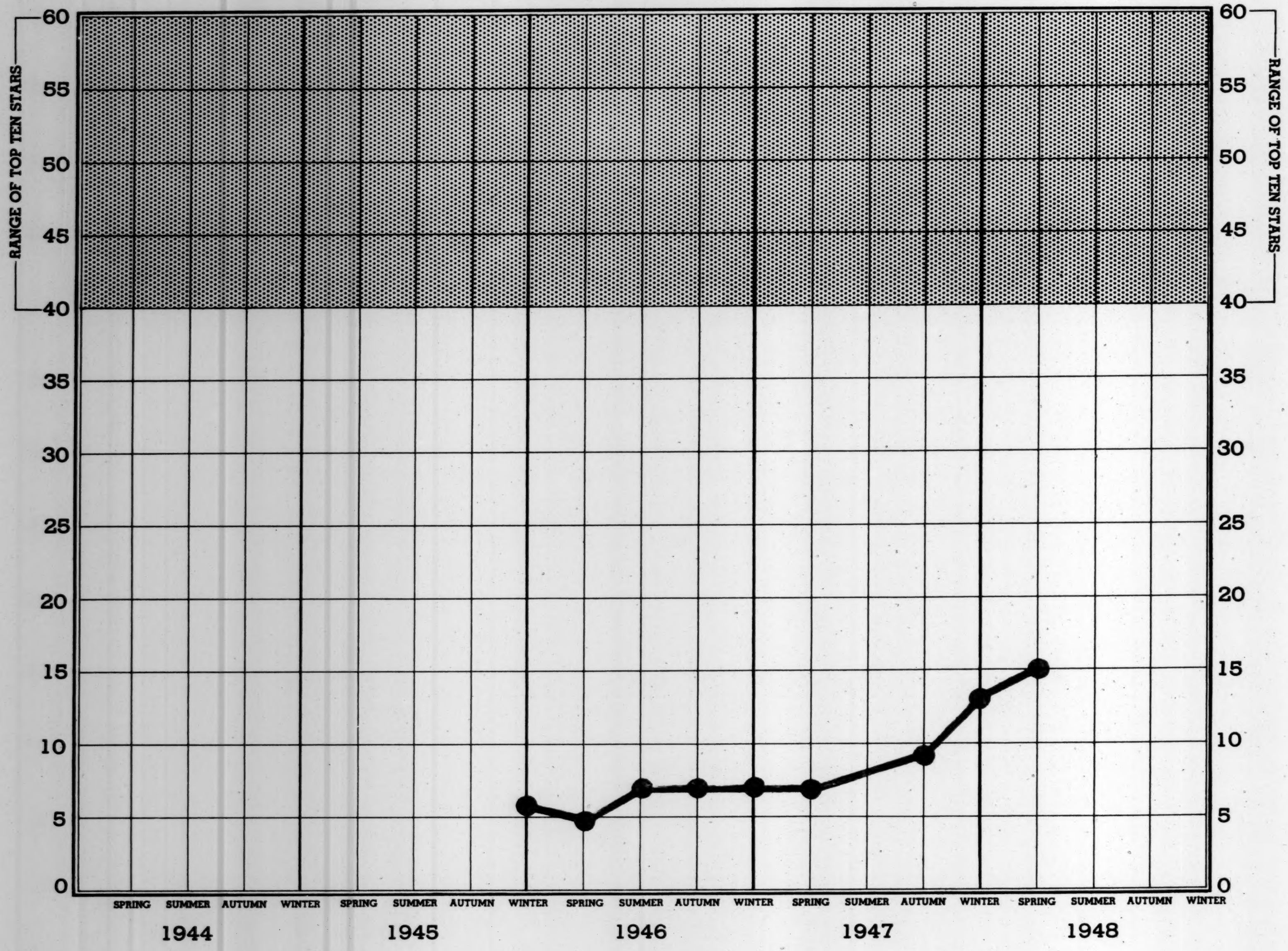
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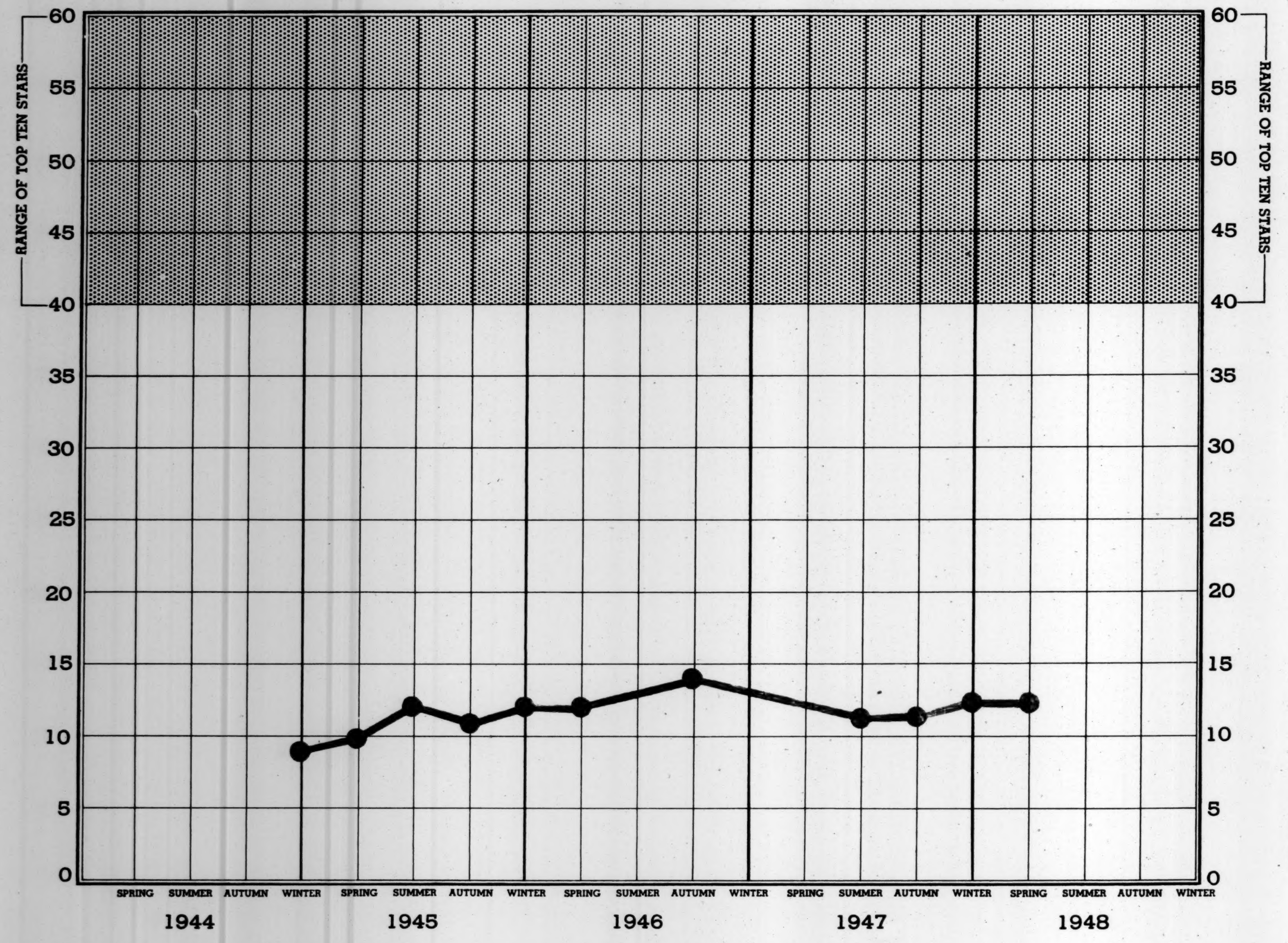

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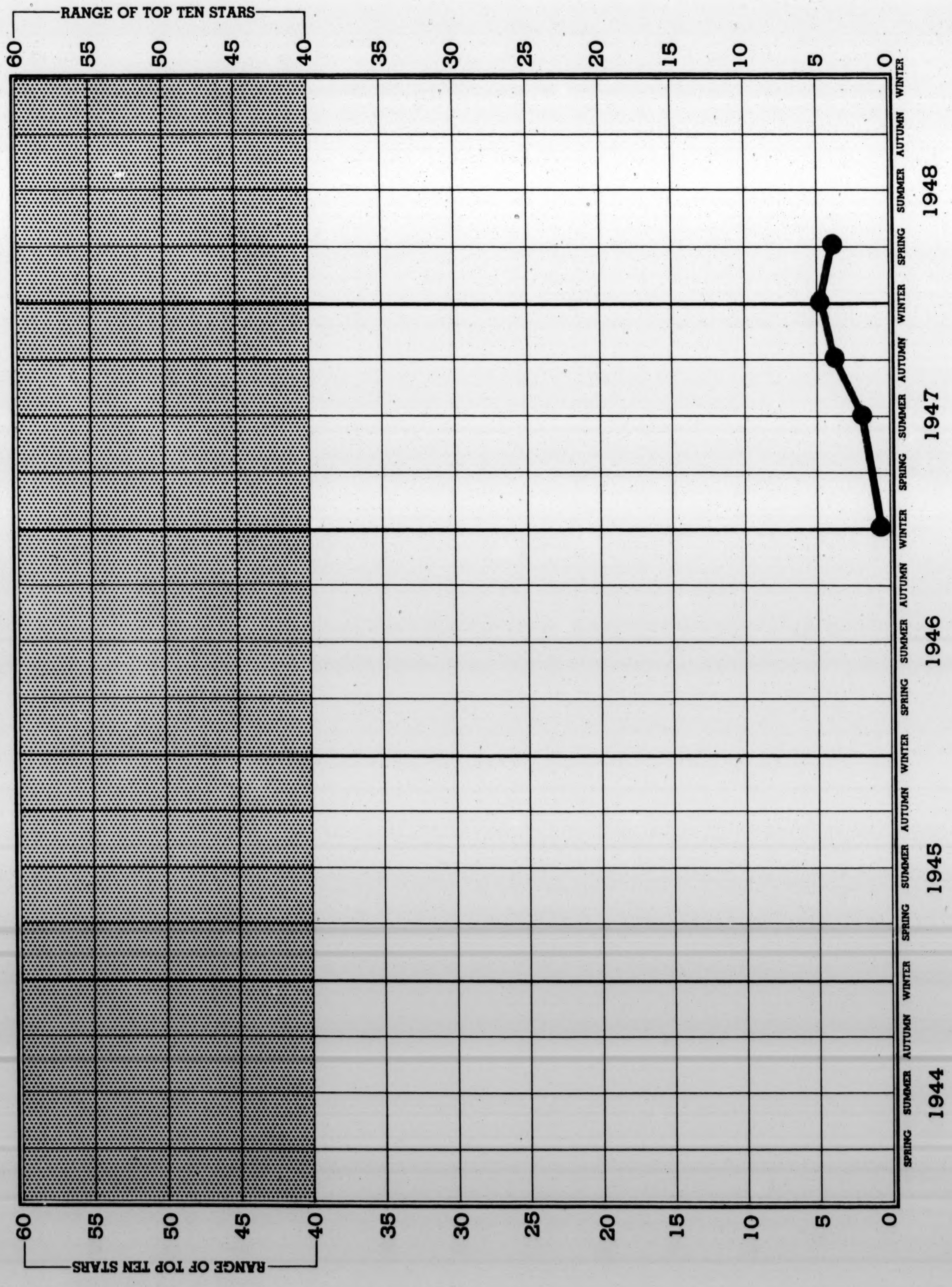

Margaret O'BRIEN

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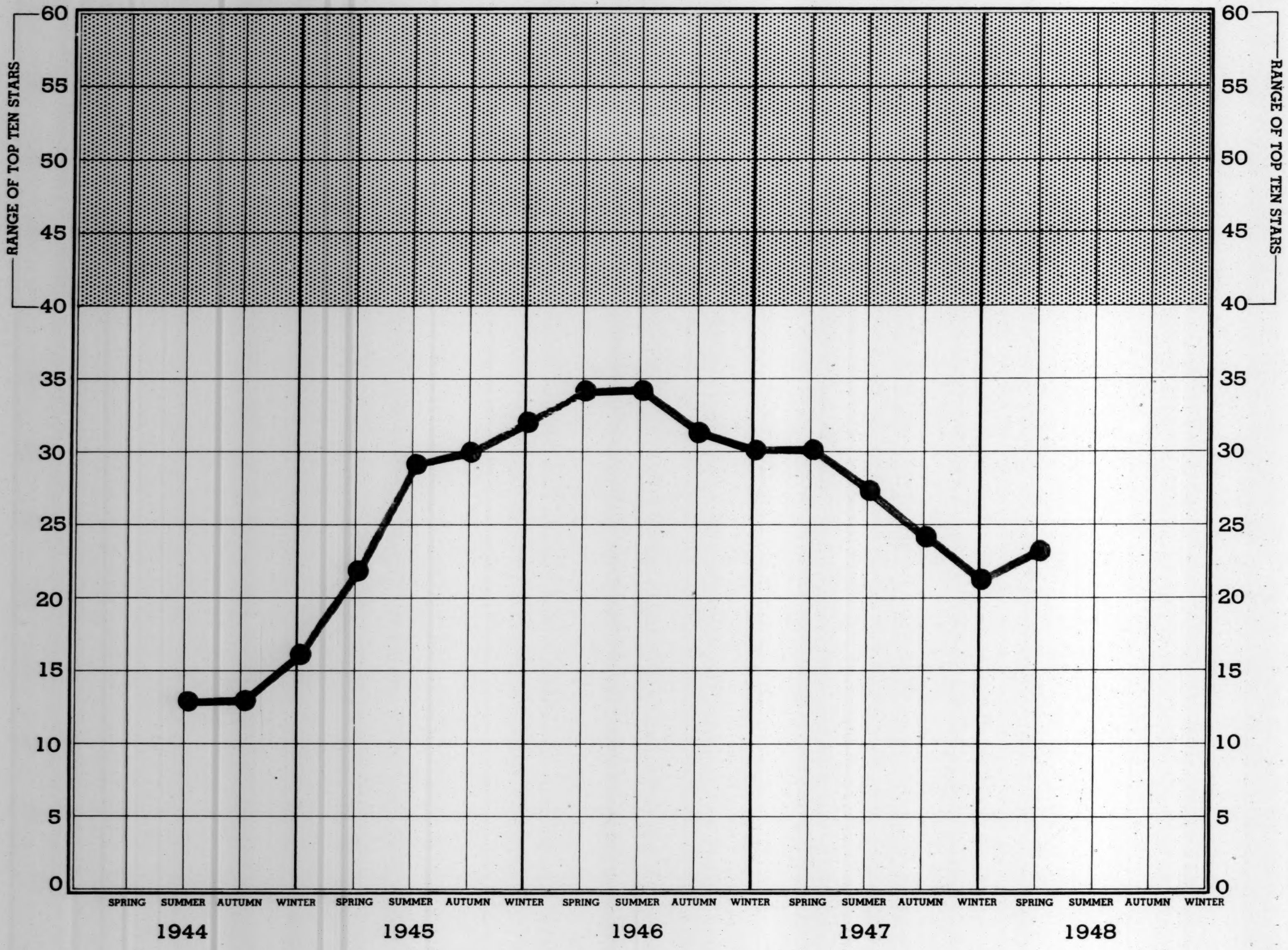

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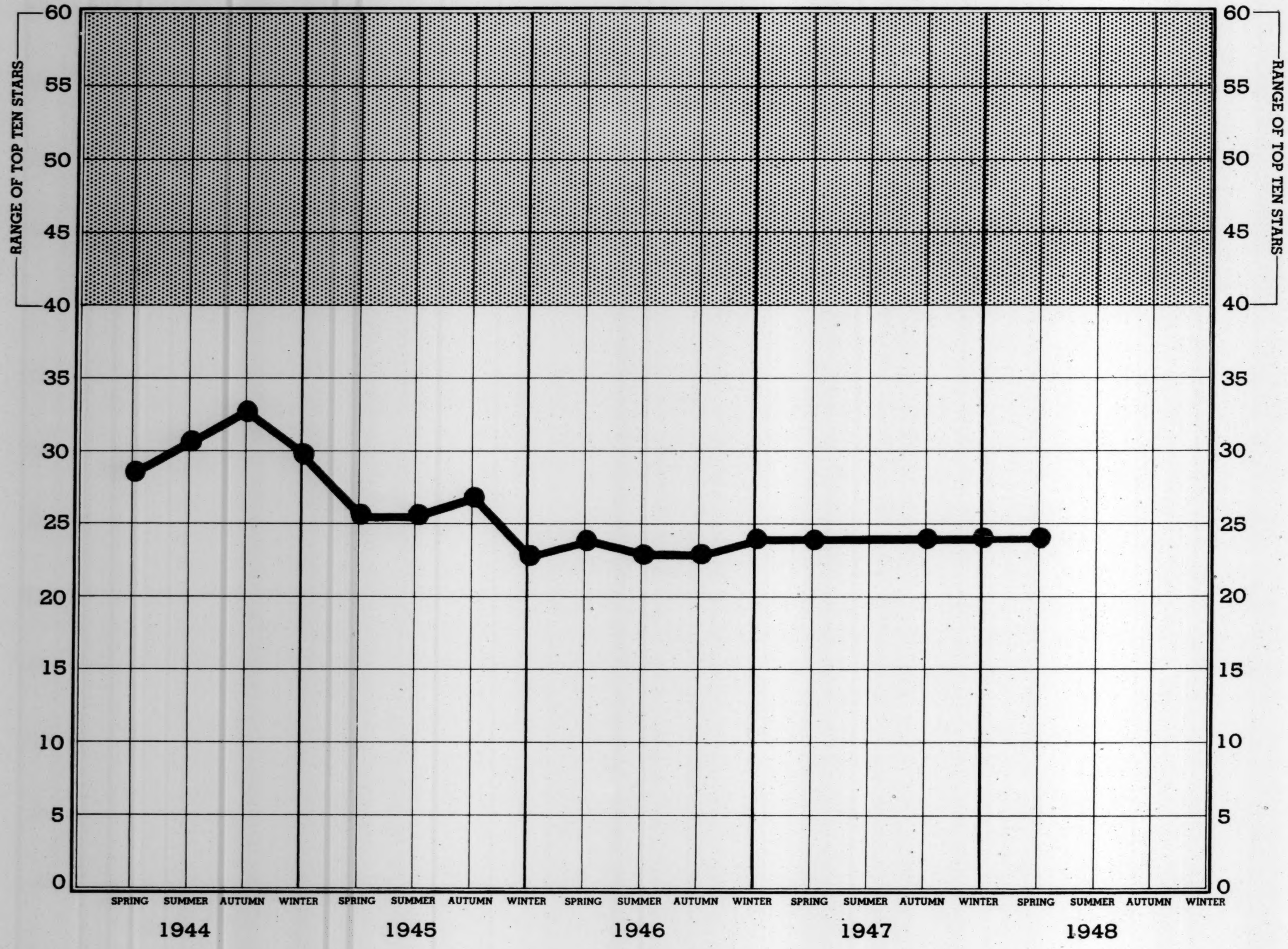
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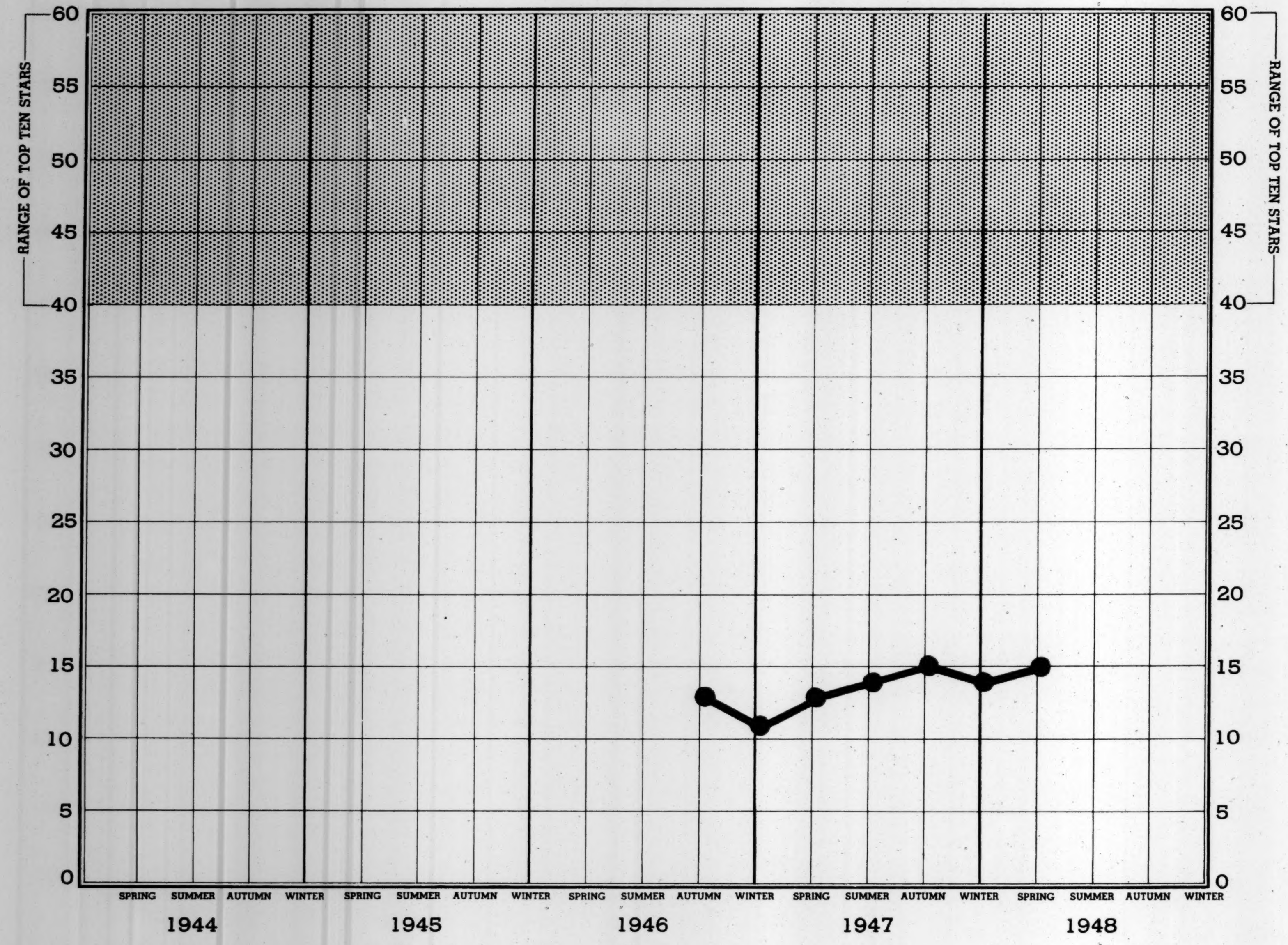

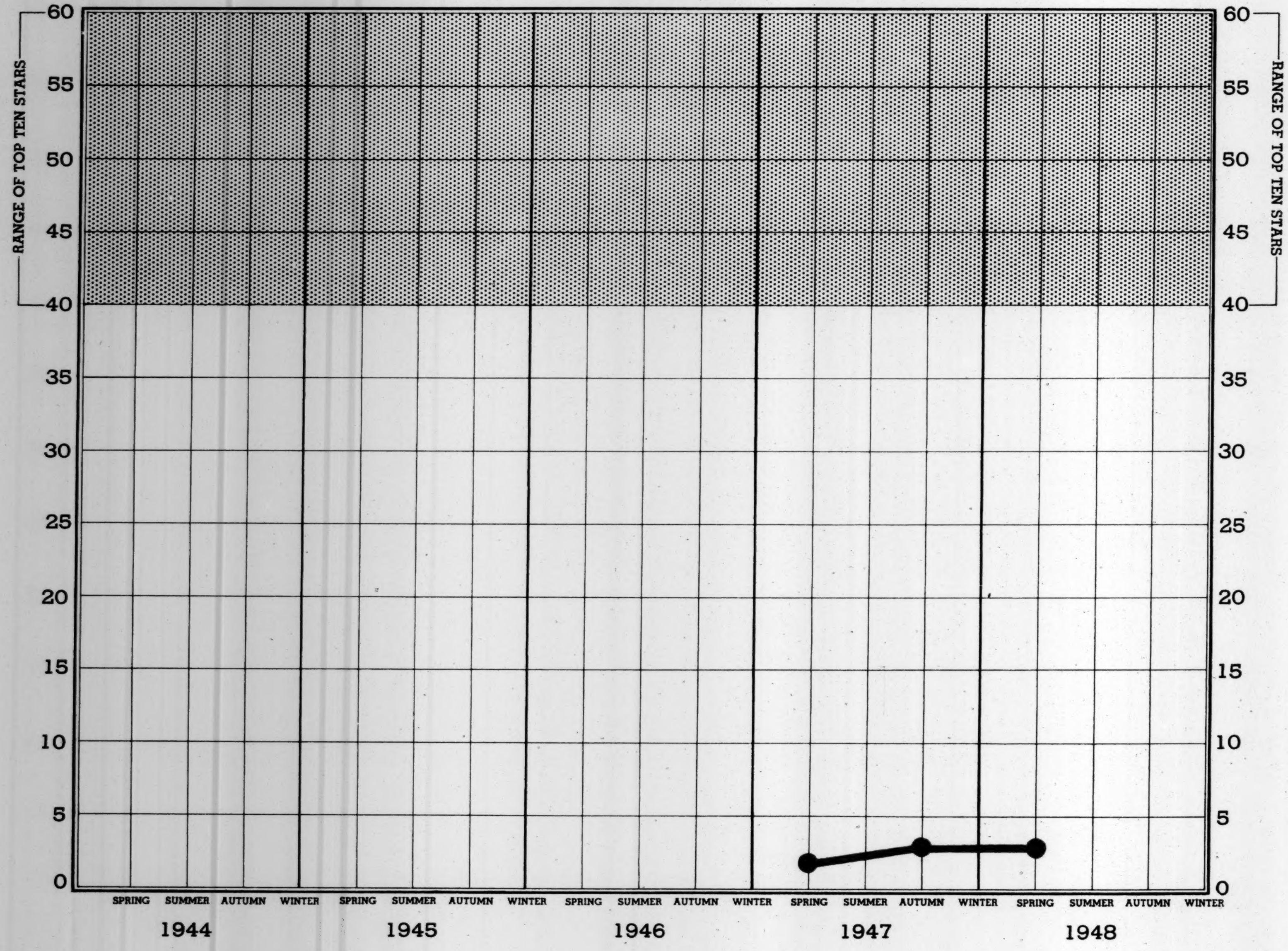

Cathy O'DONNELL

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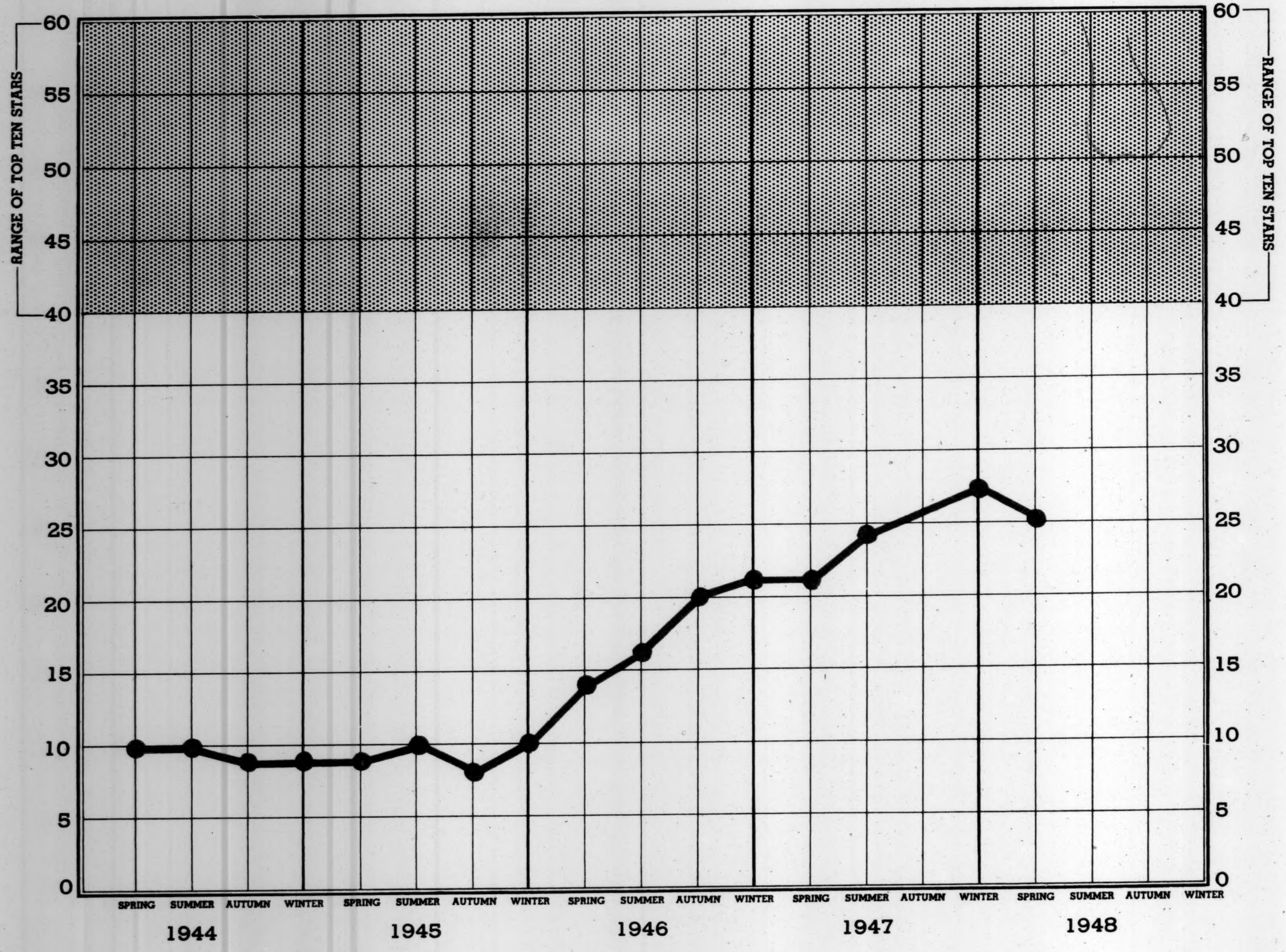

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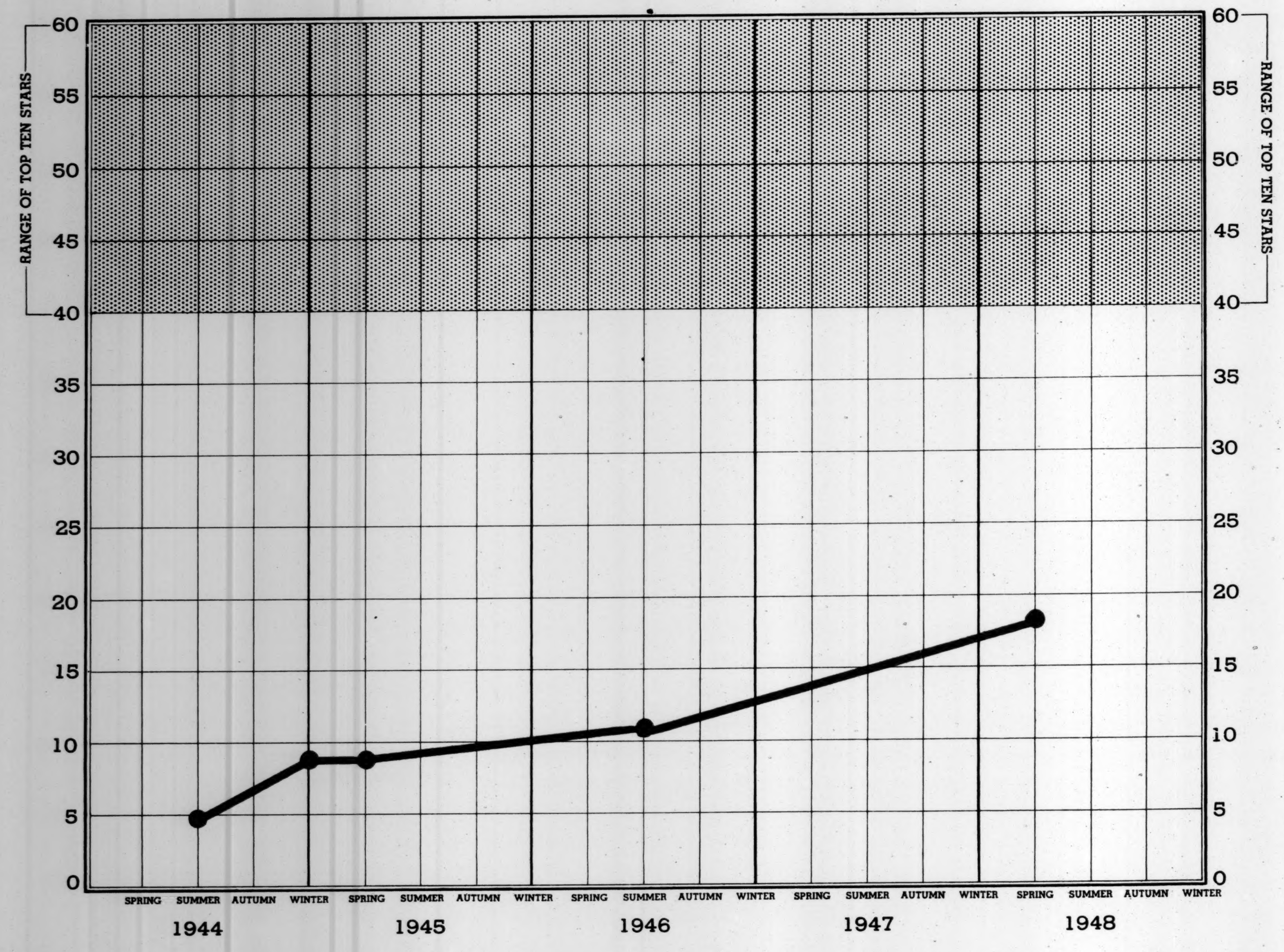

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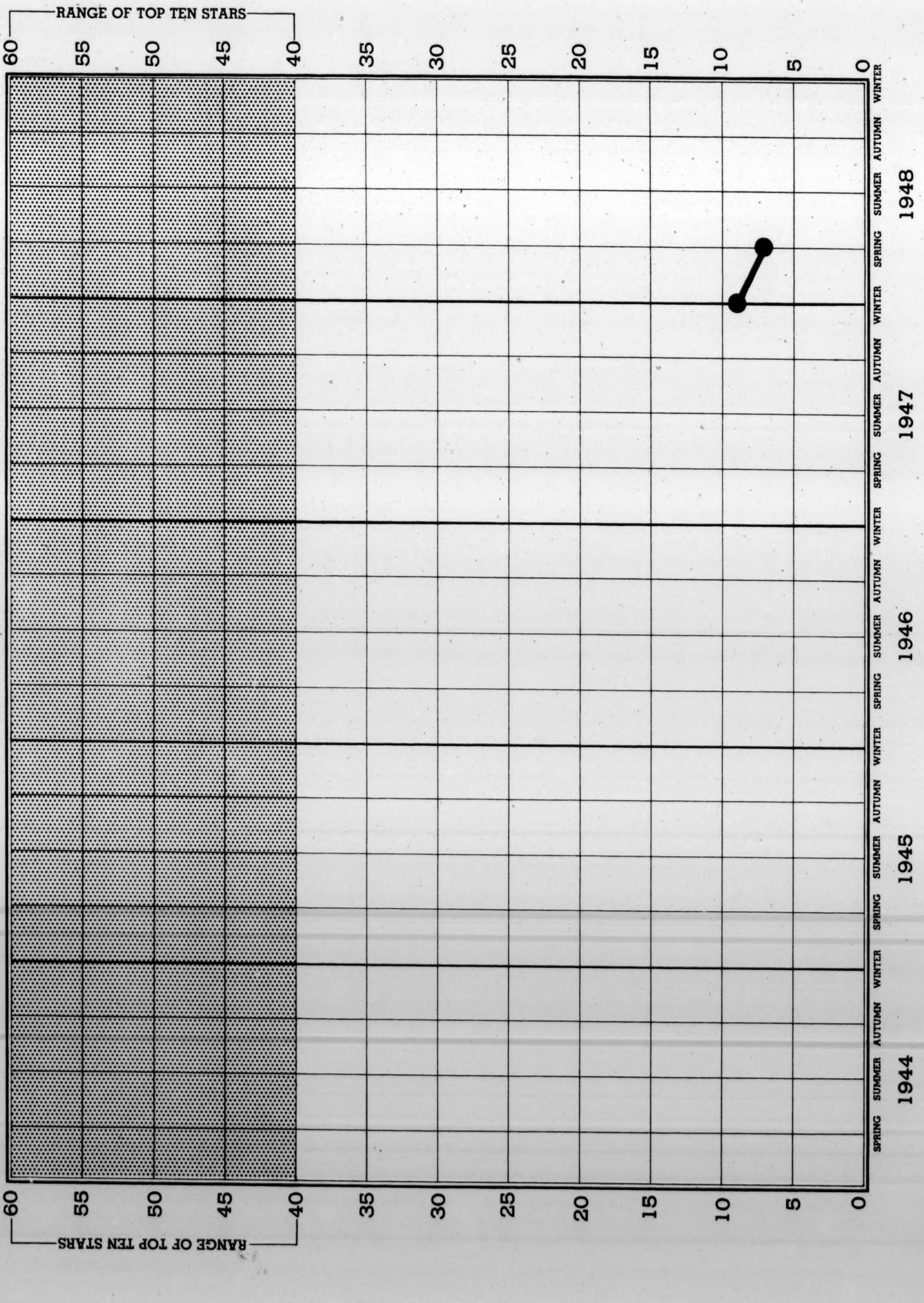

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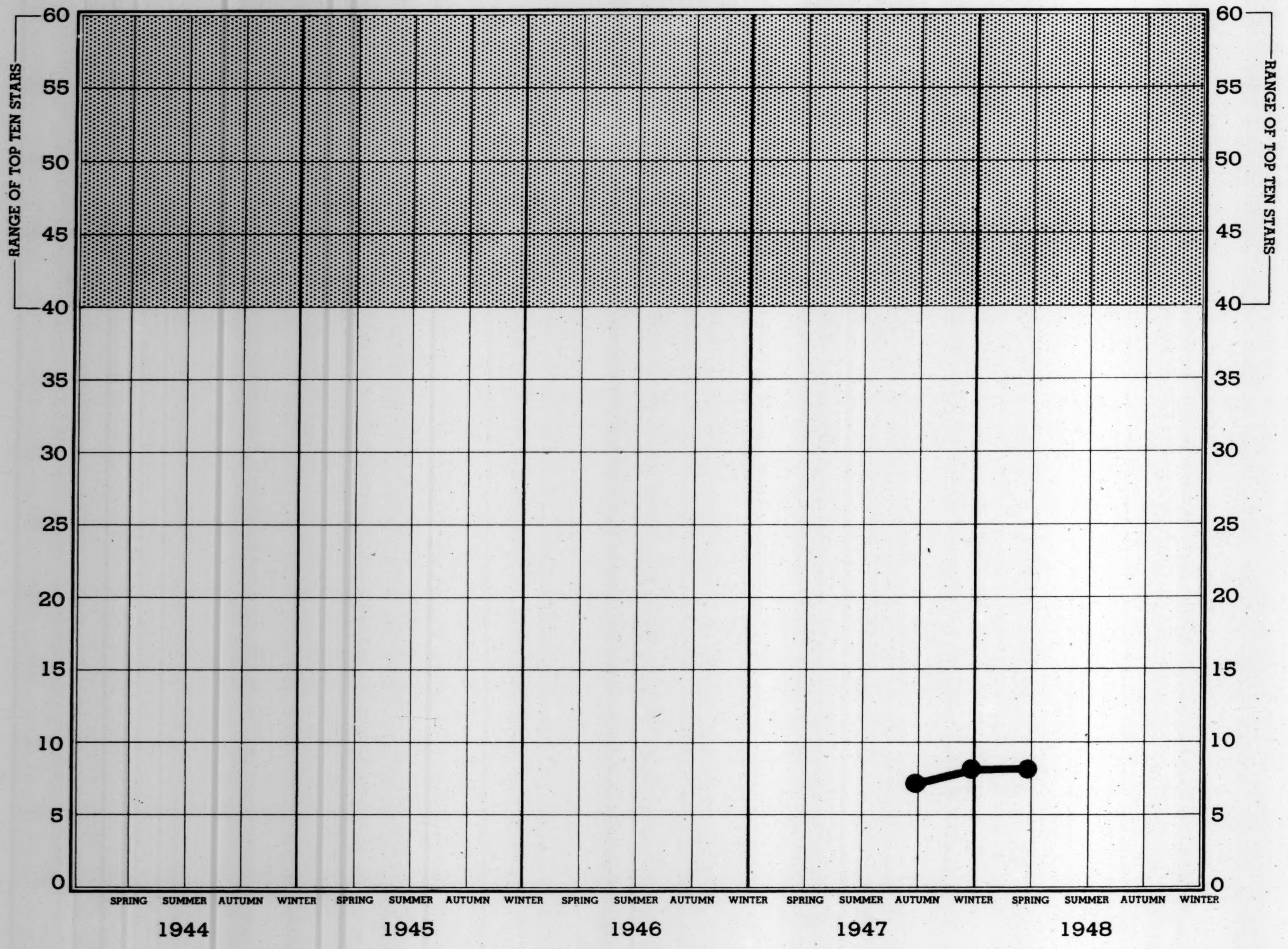

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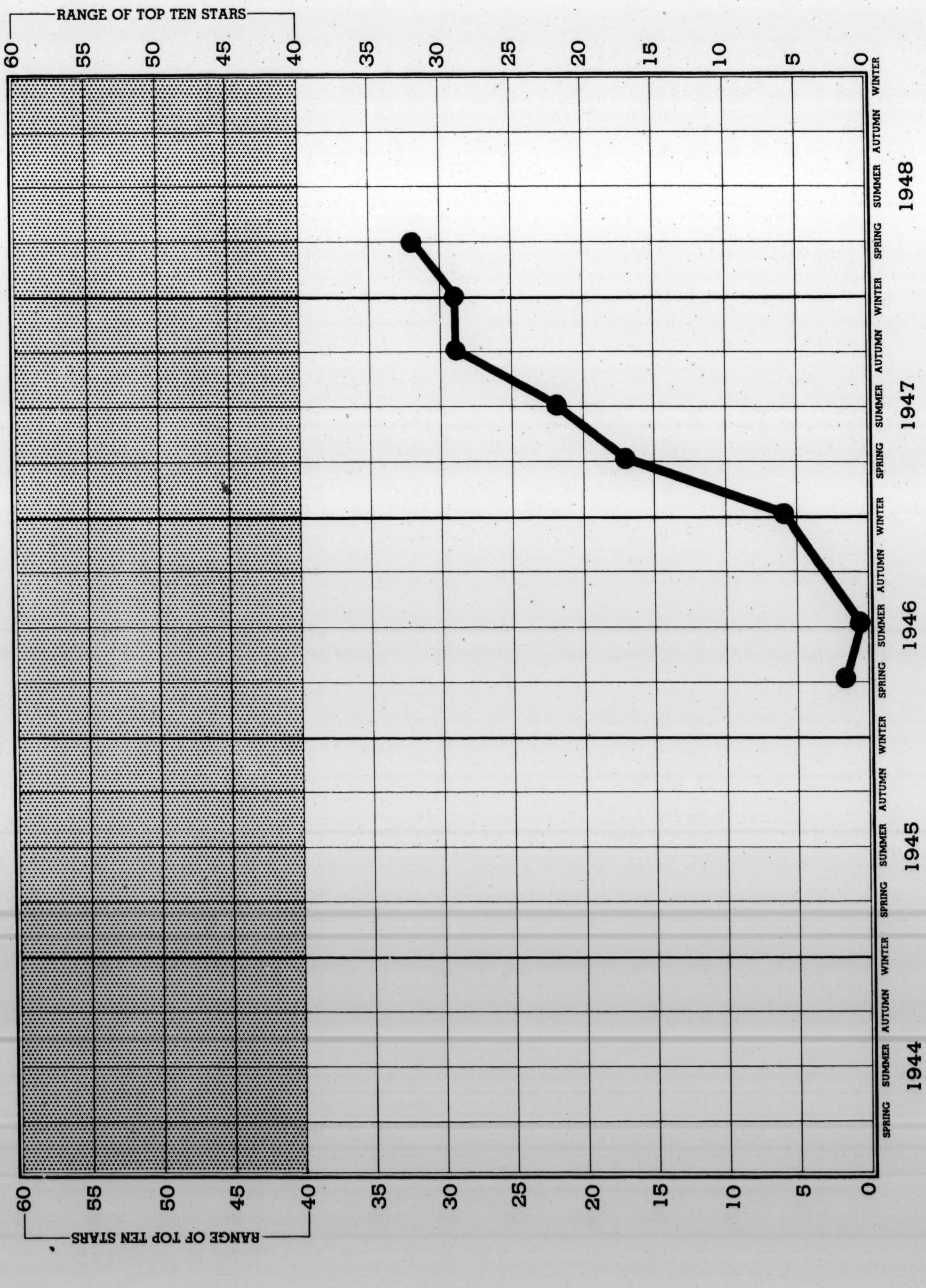
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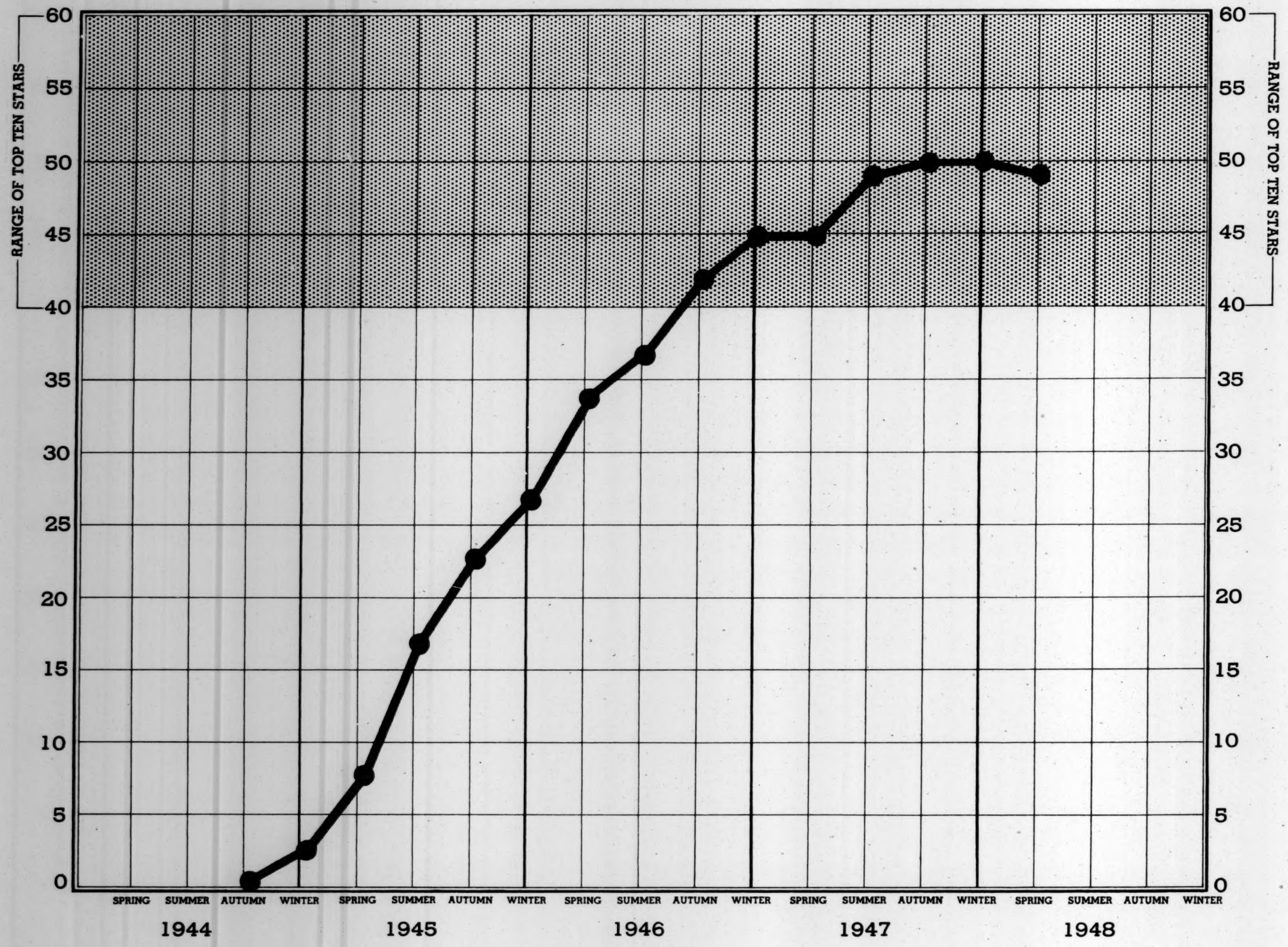

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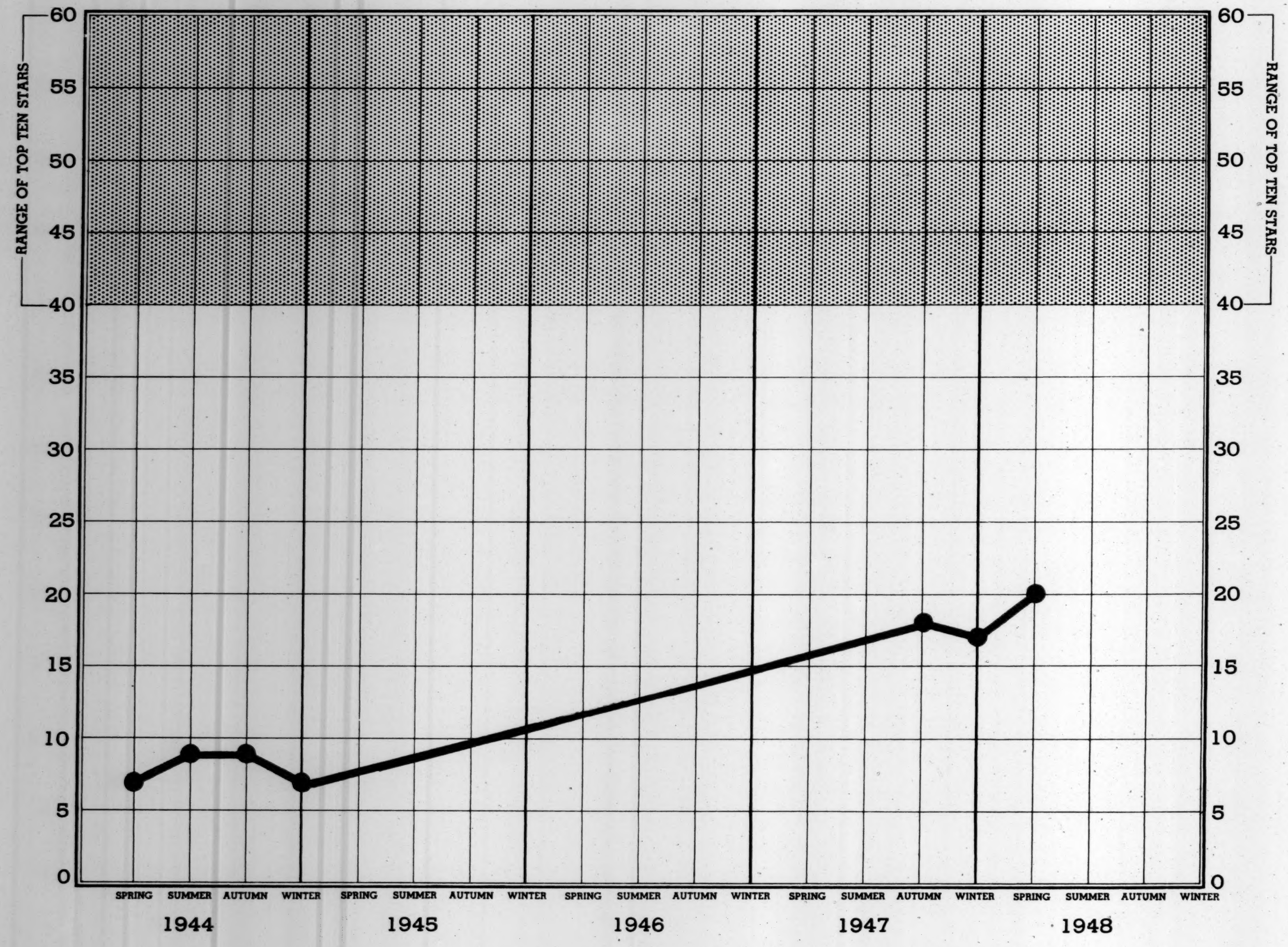

Susan **PETERS**

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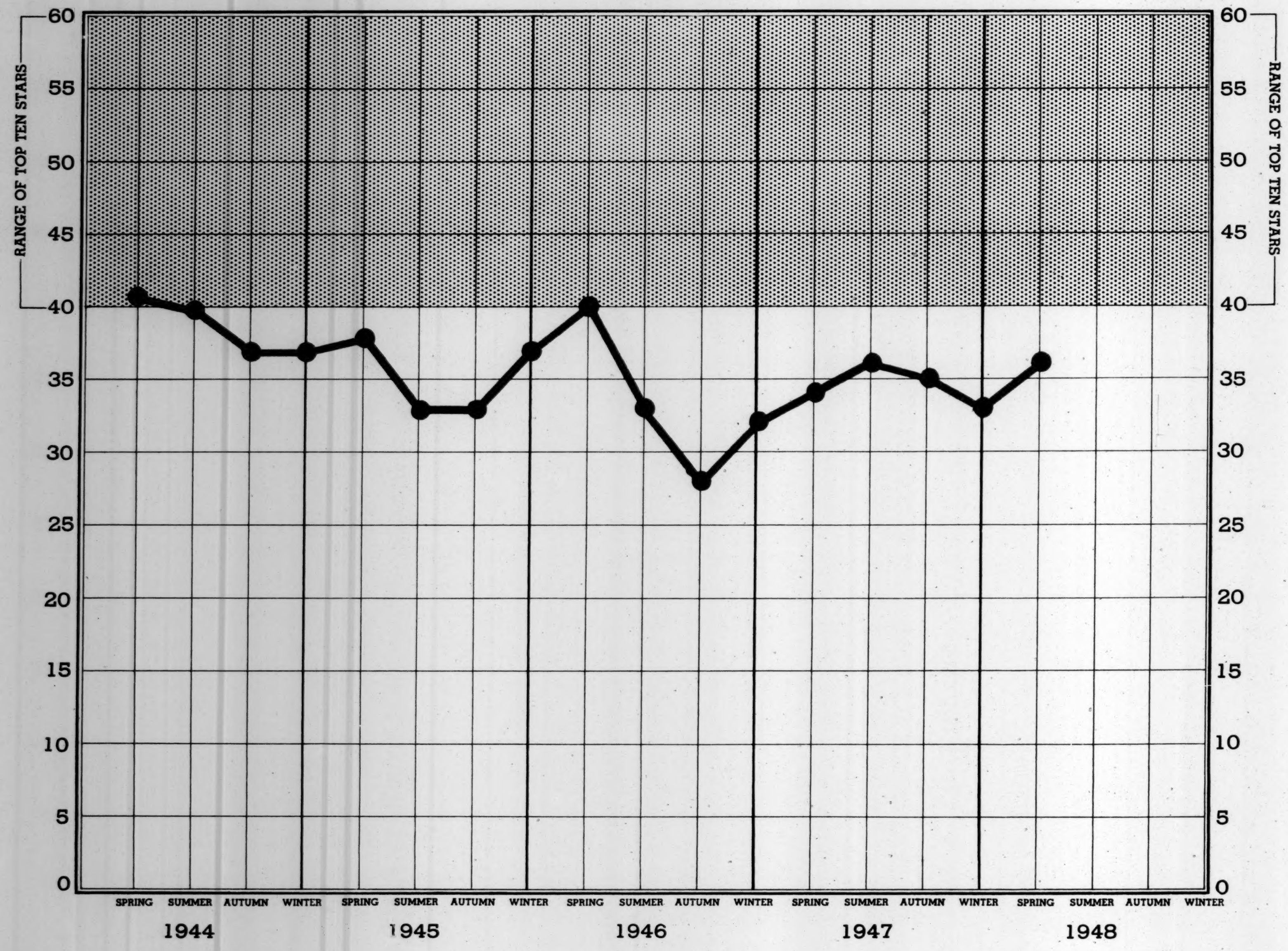

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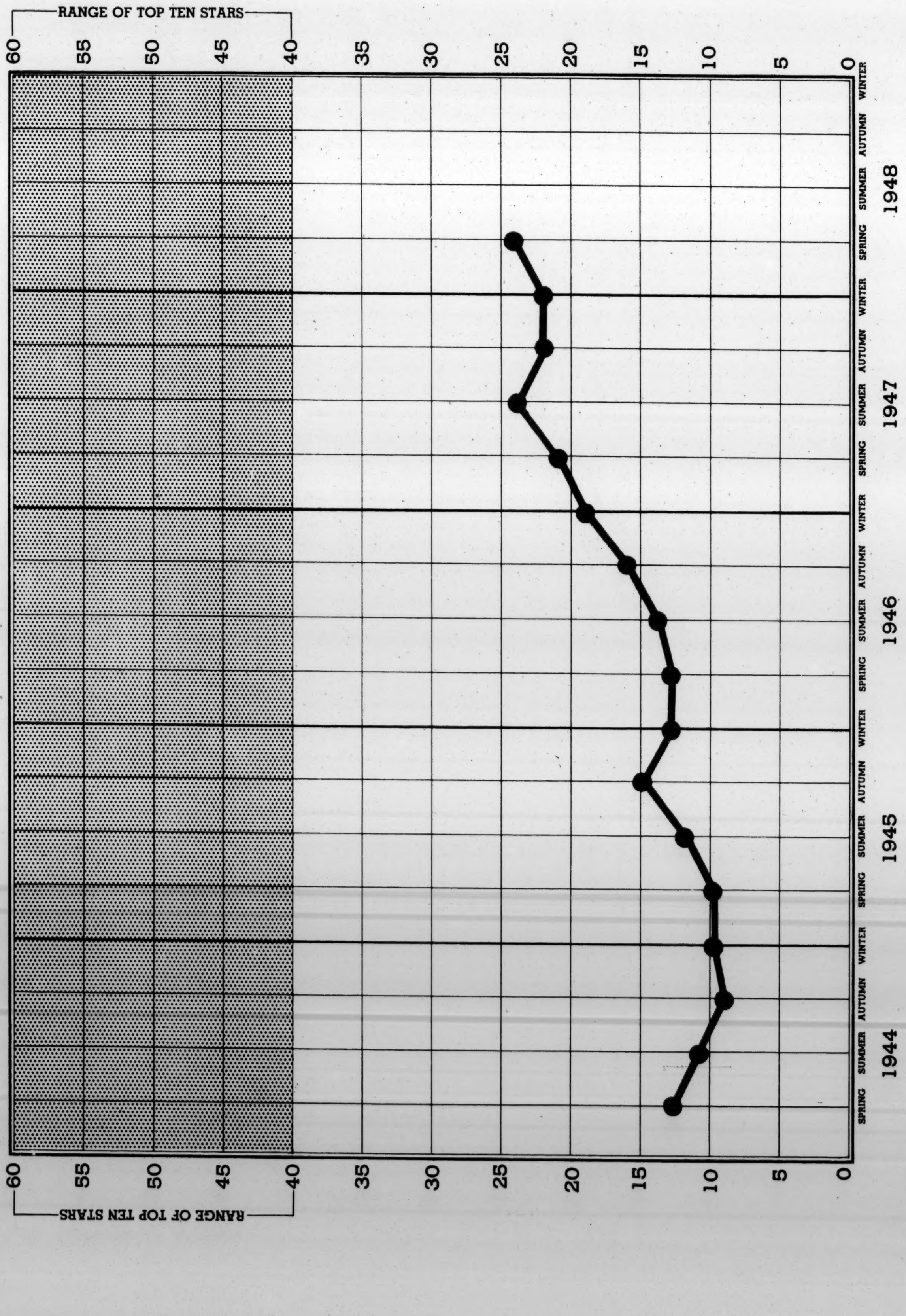
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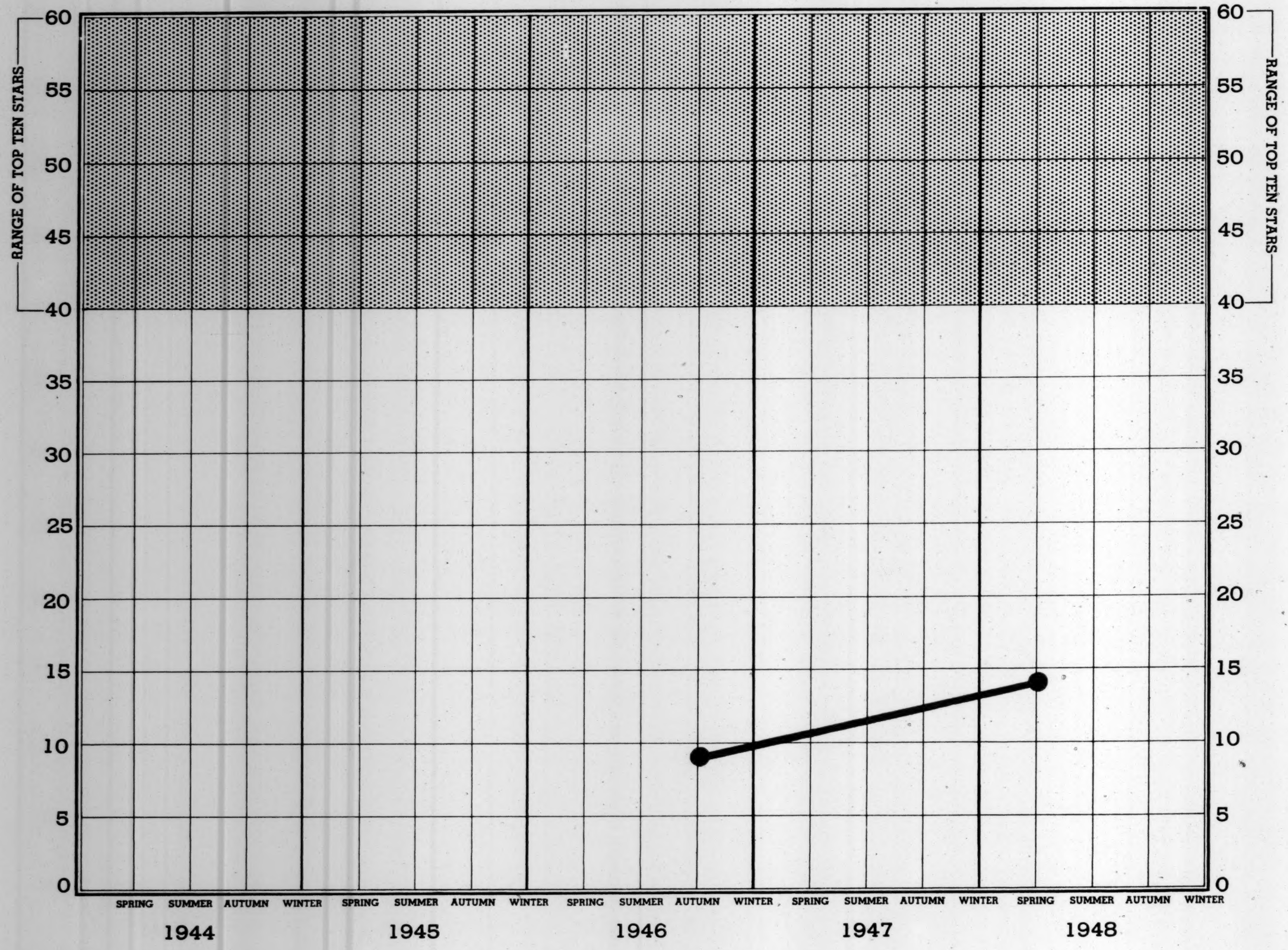
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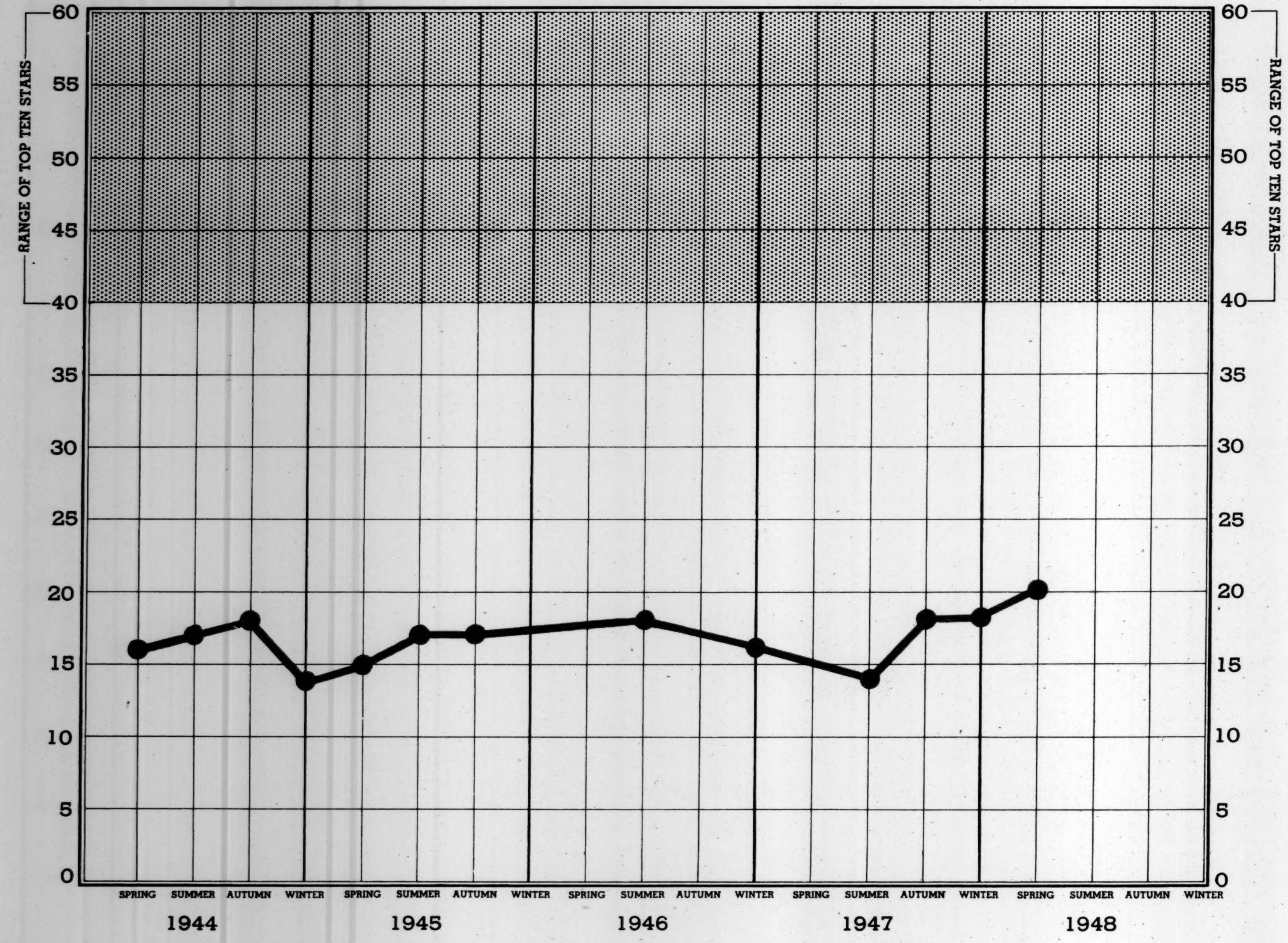

William POWELL

Tyrone POWER

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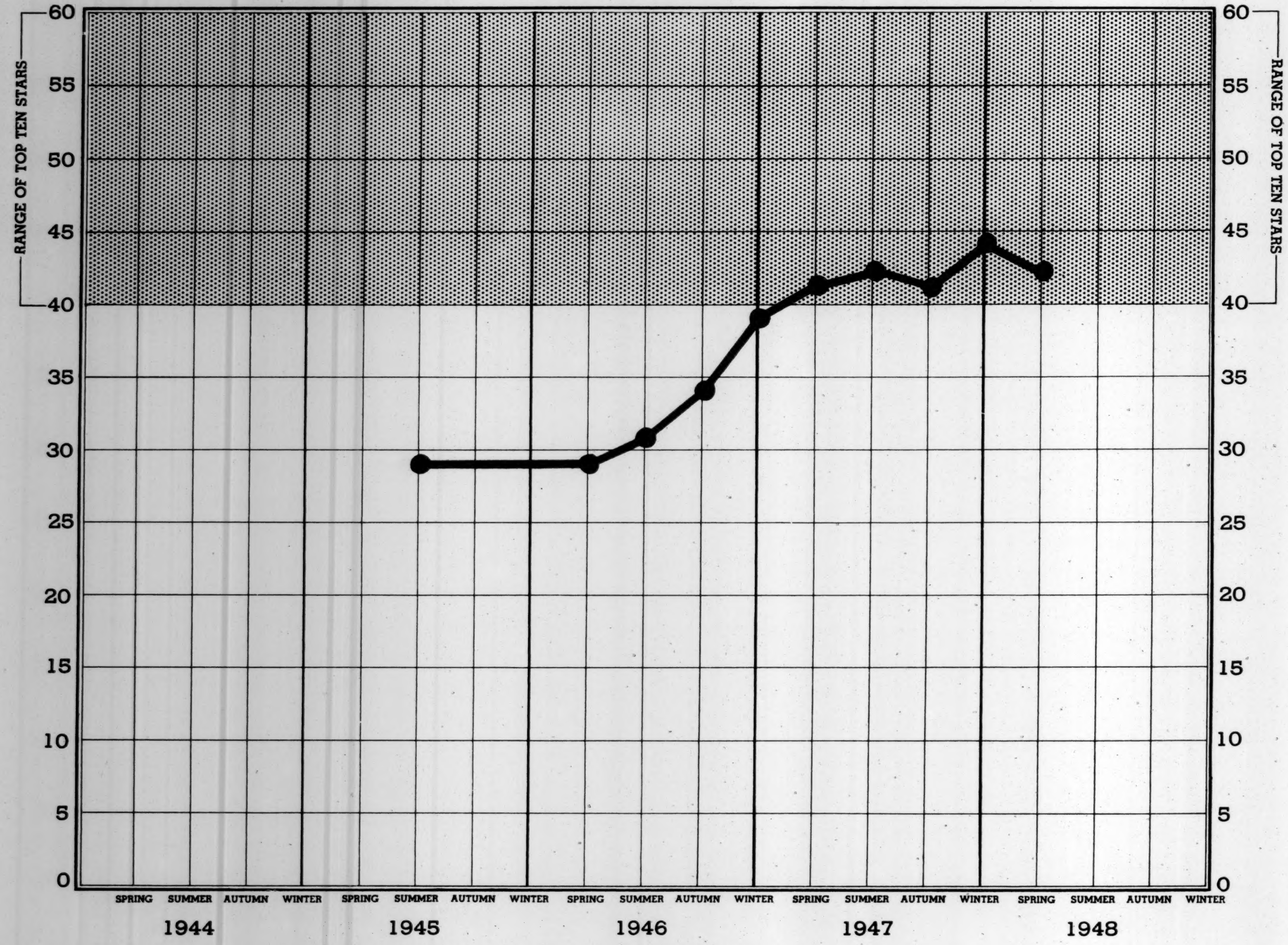

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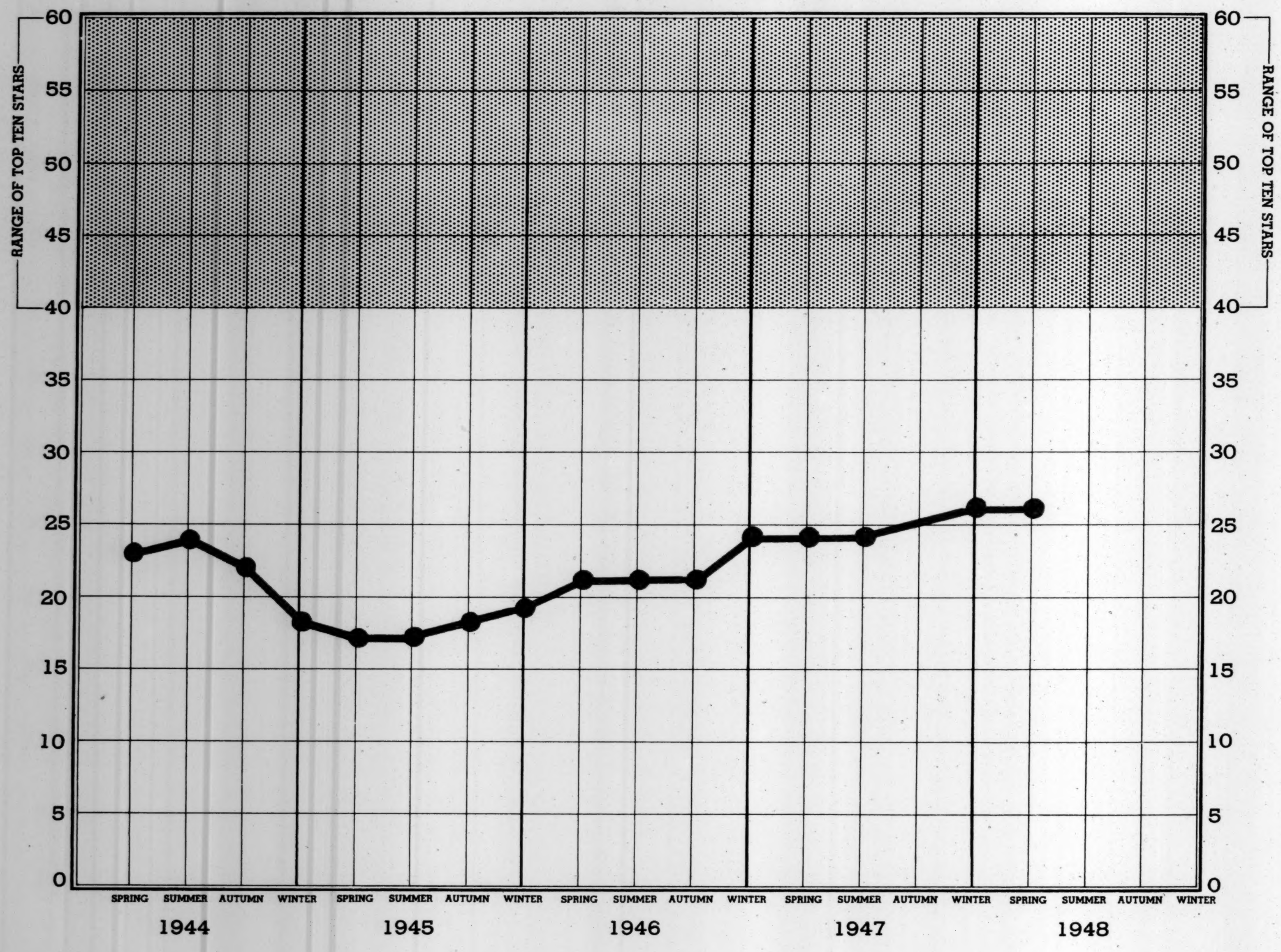
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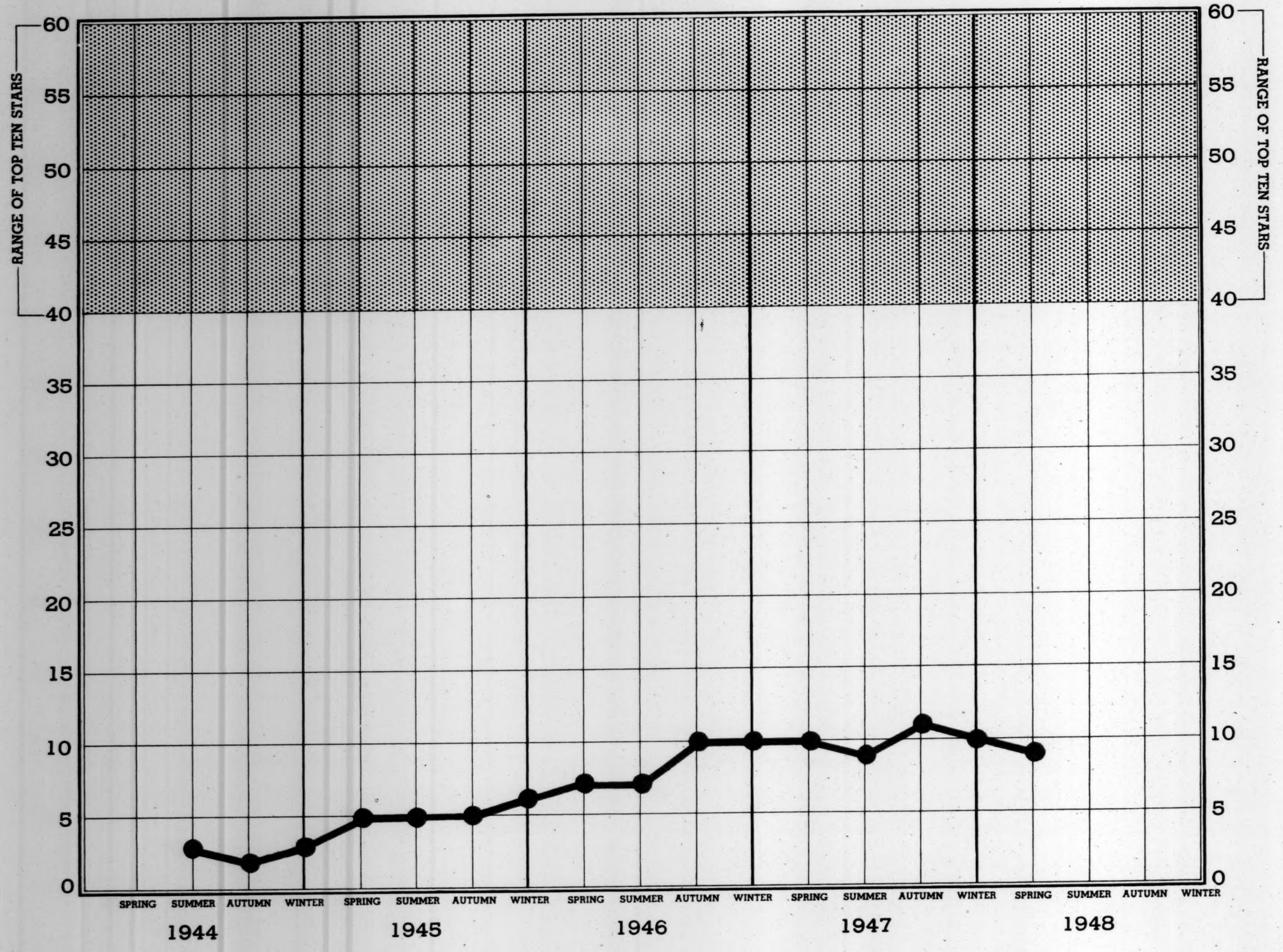
Ella RAINES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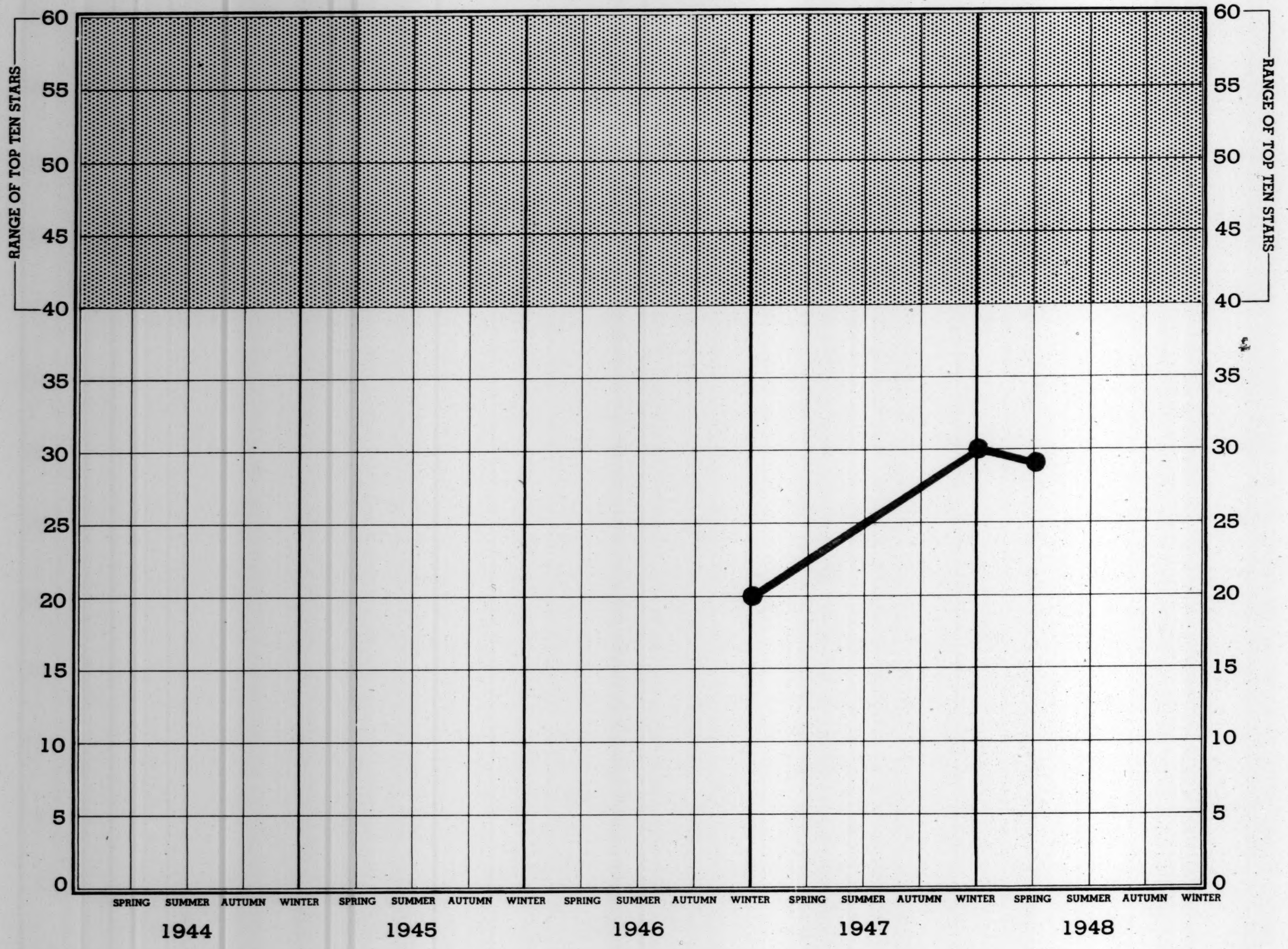

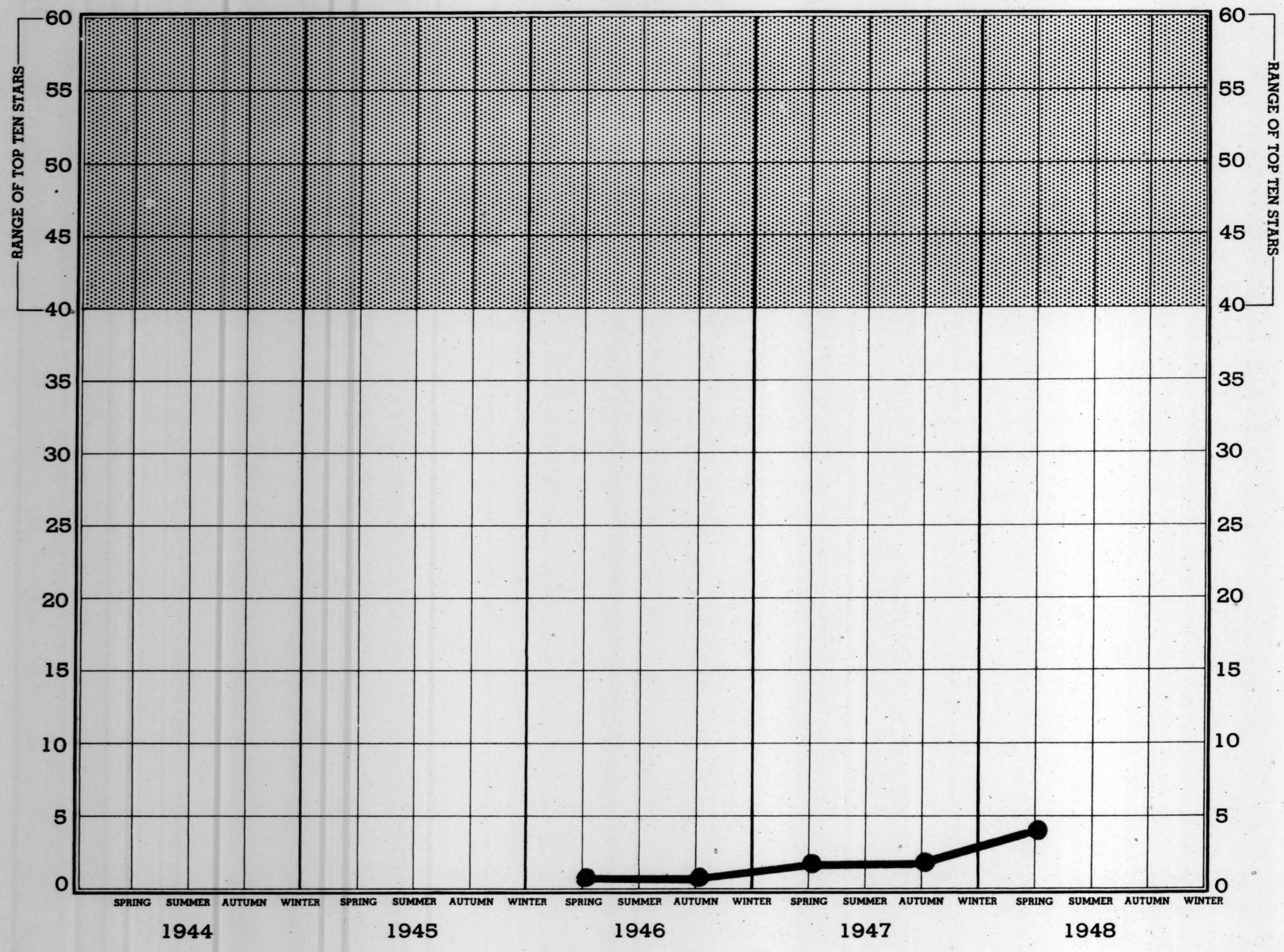

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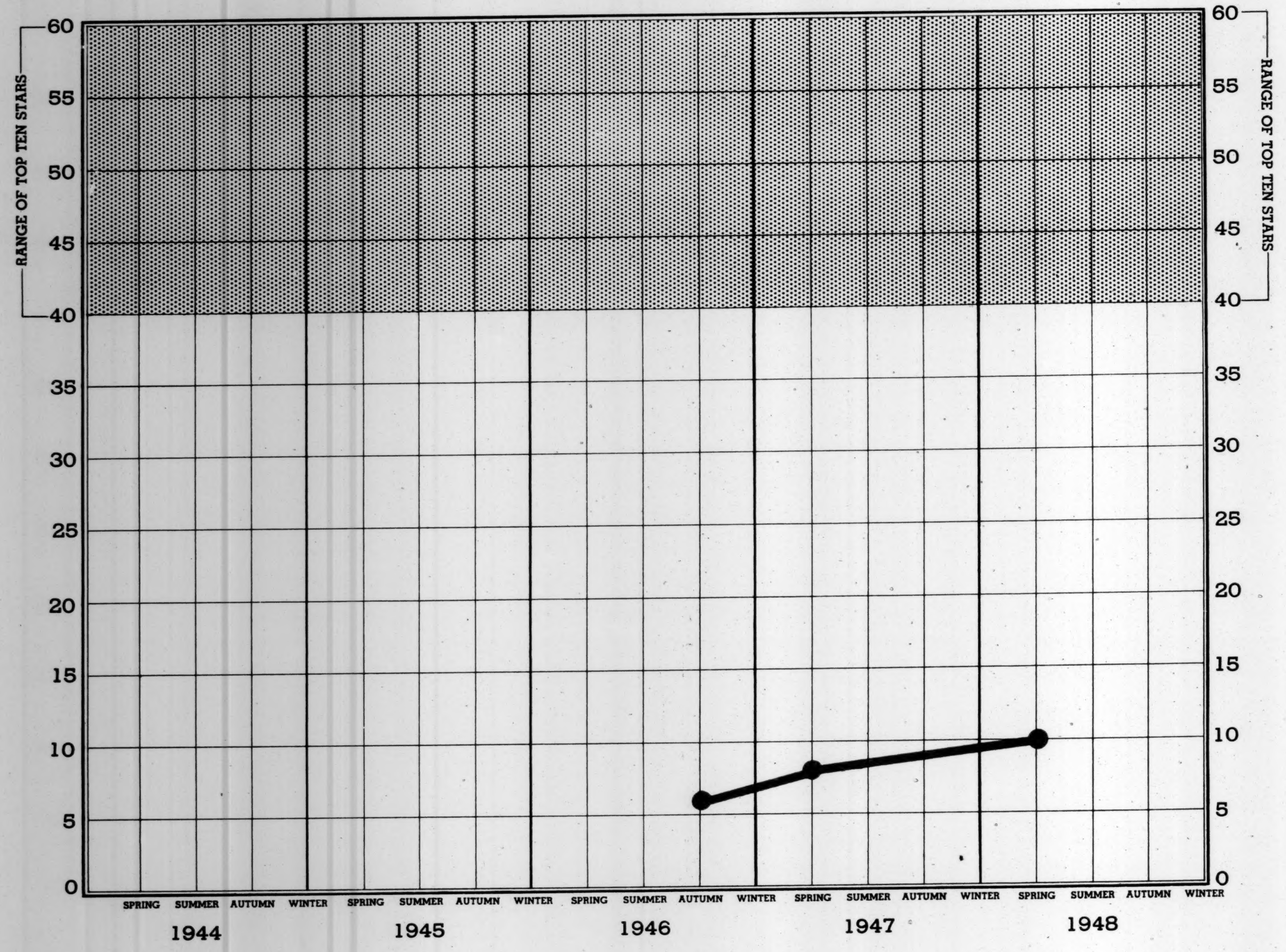
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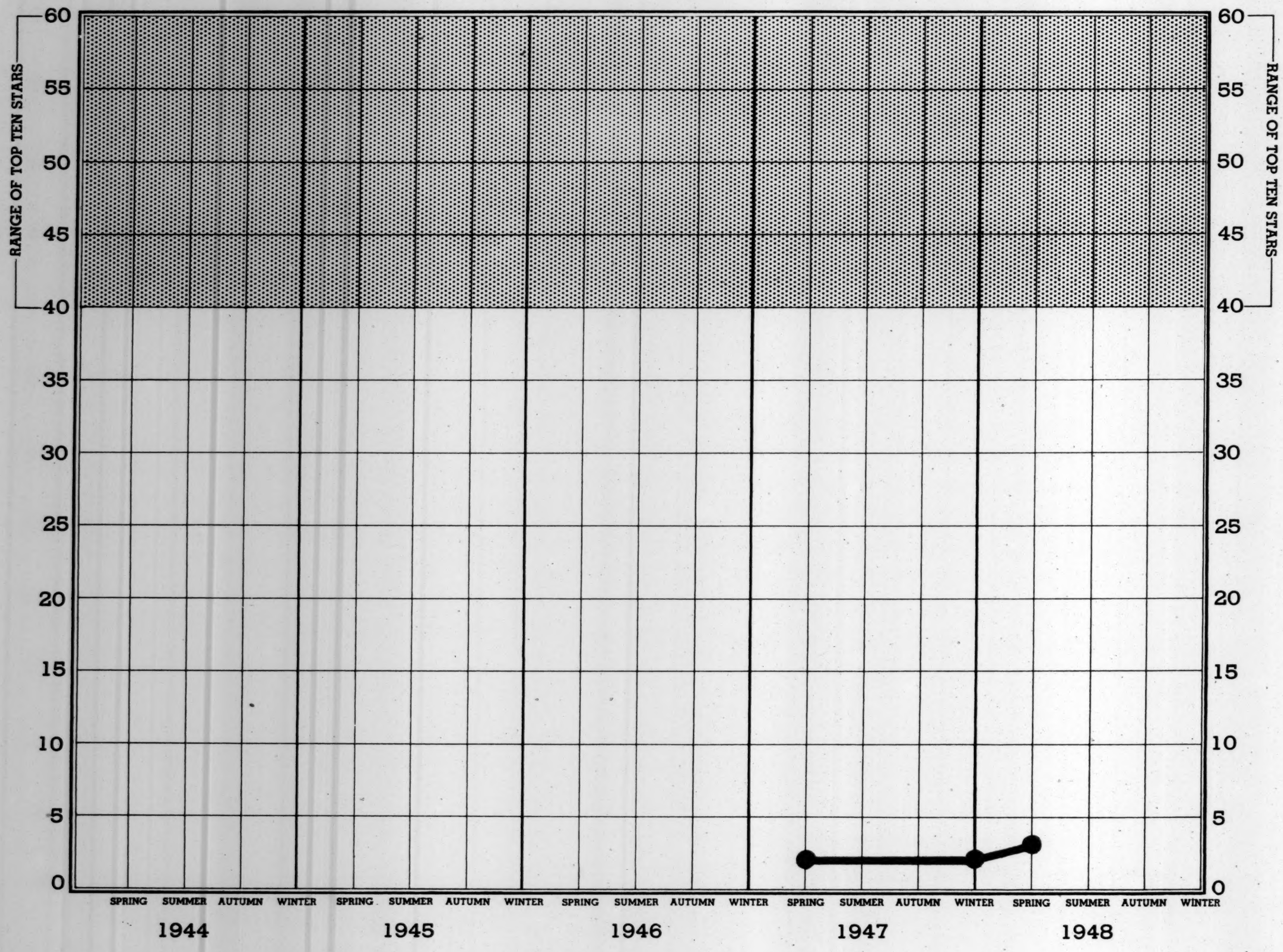
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Philip REED

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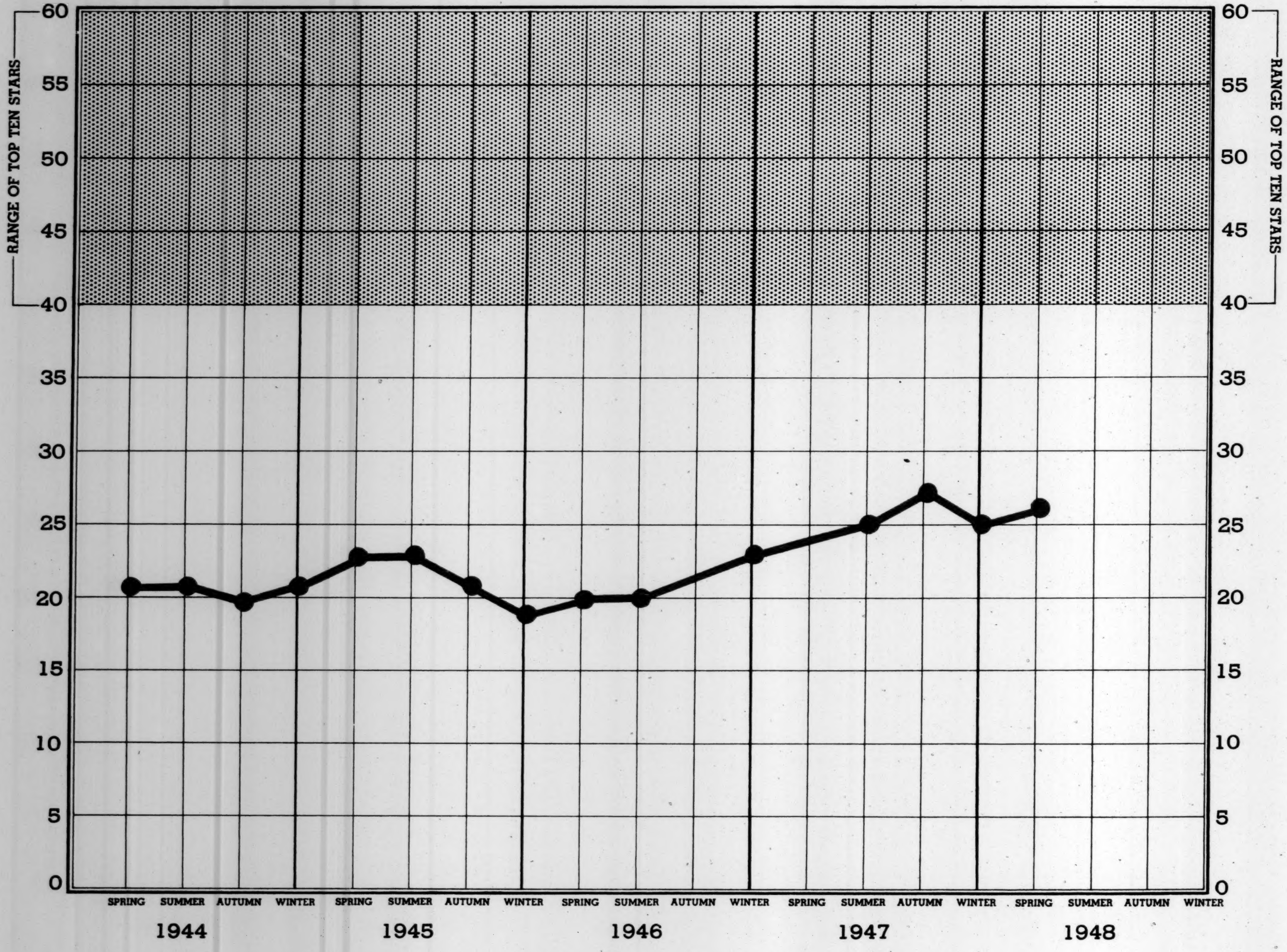

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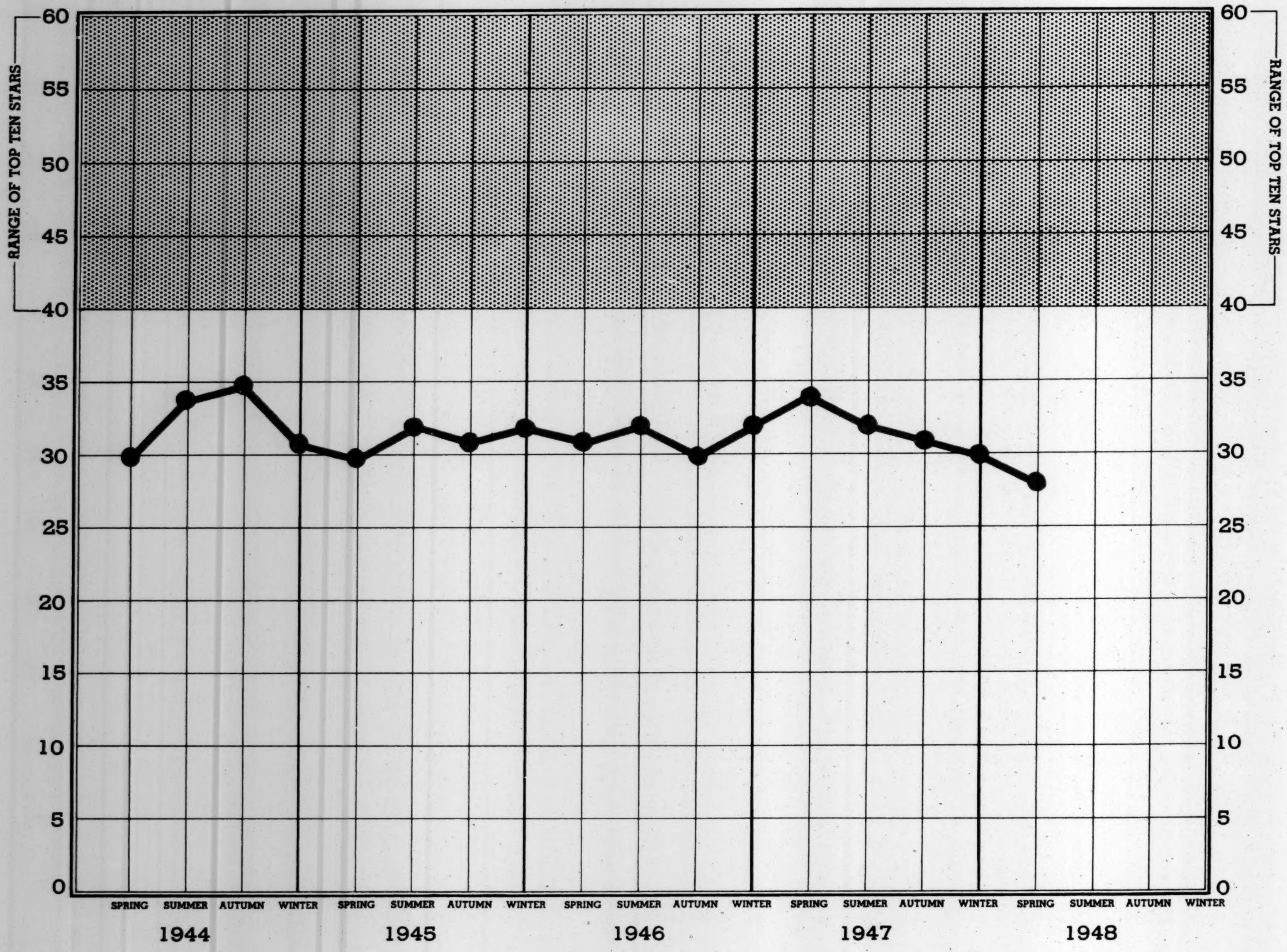

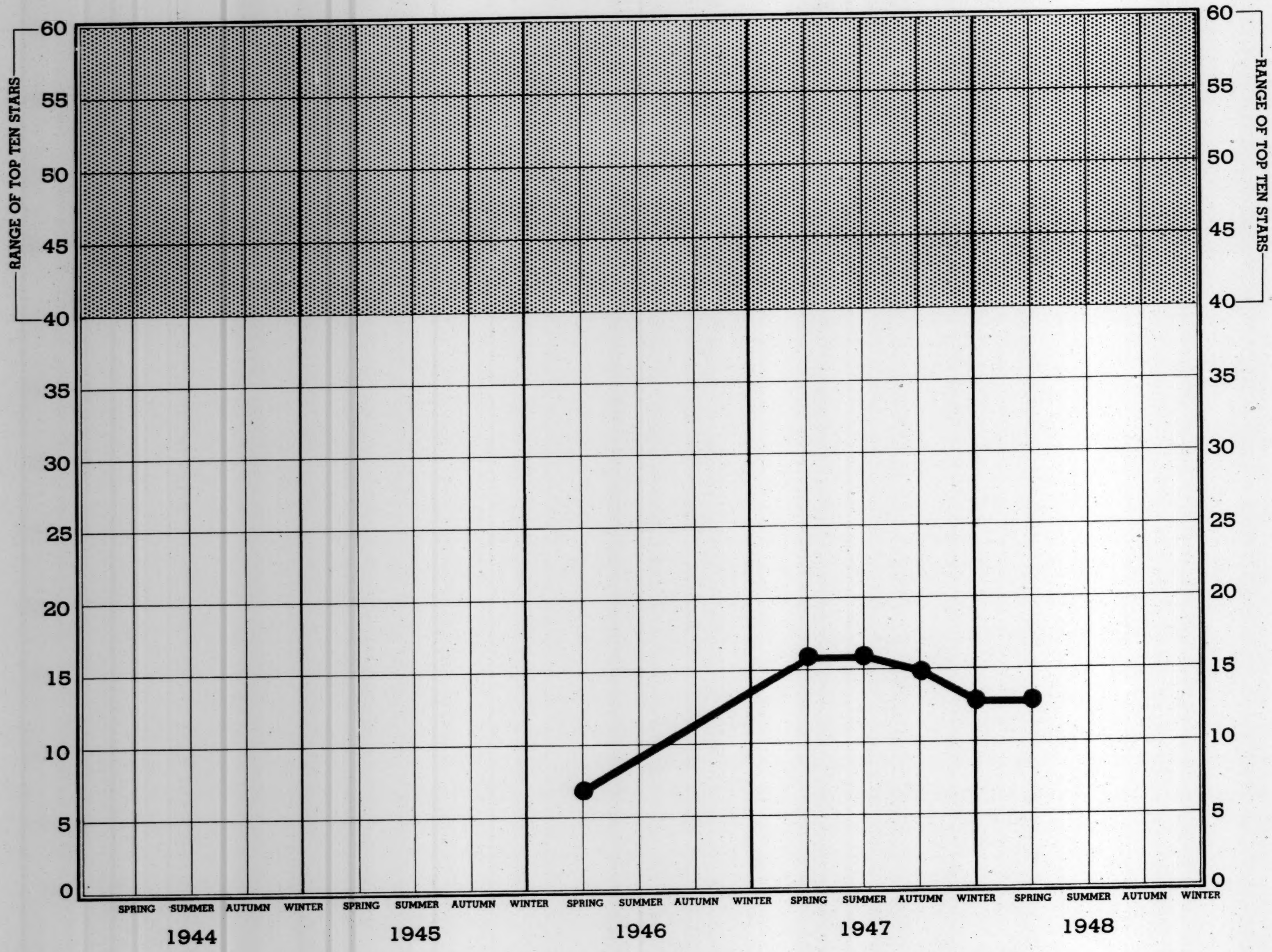
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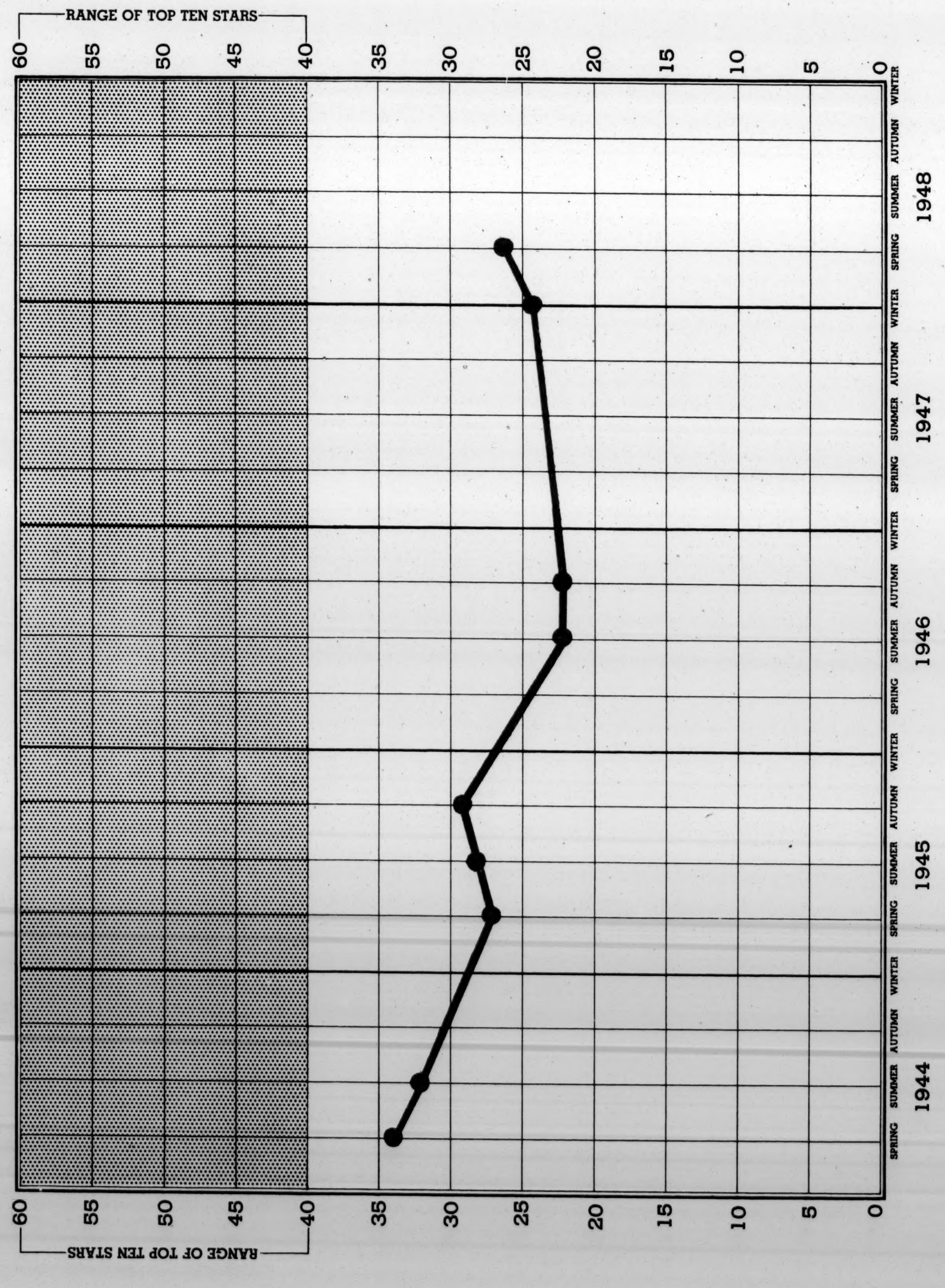
Roy ROGERS

Mickey ROONEY



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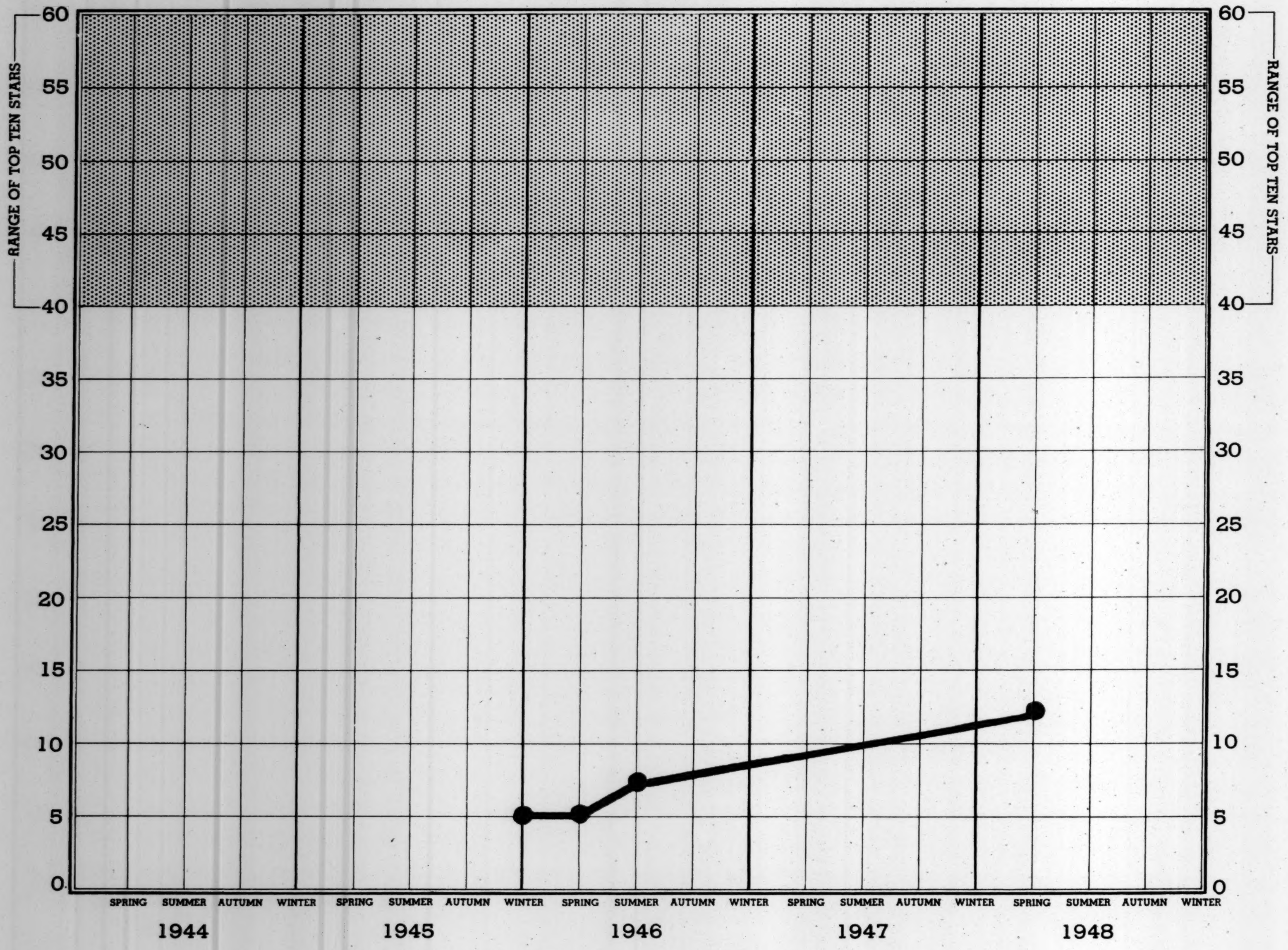

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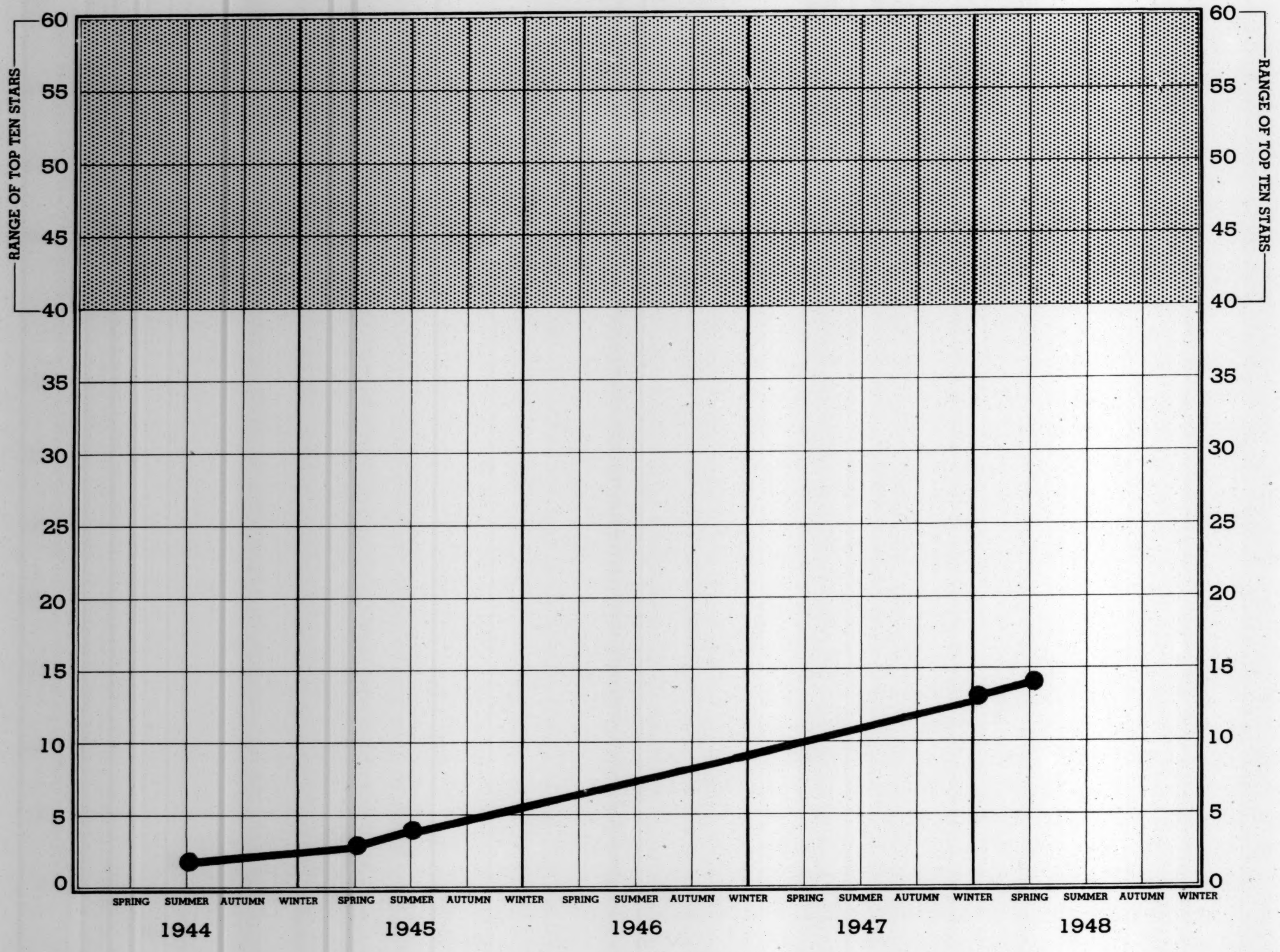

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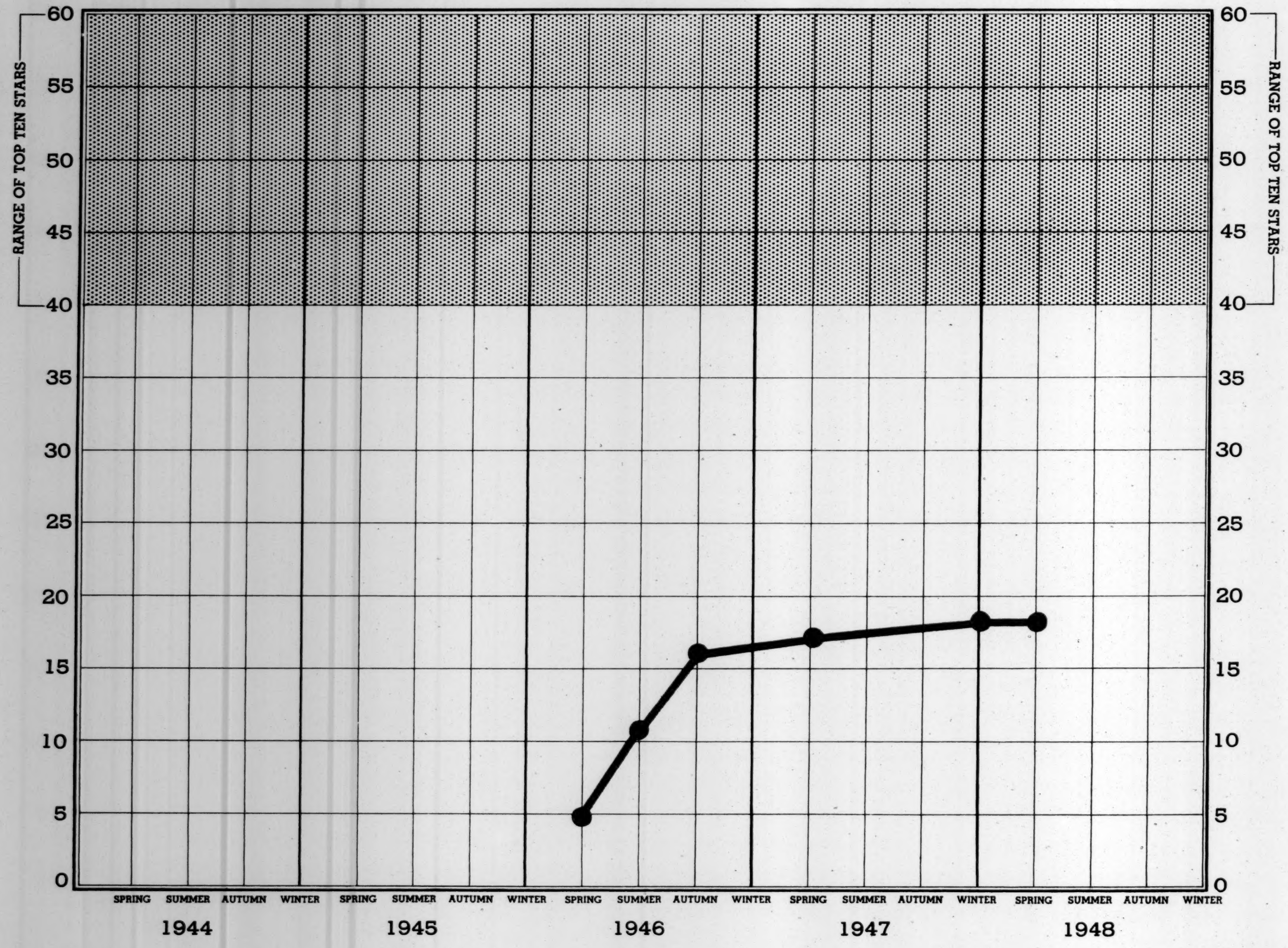

Rosalind RUSSELL

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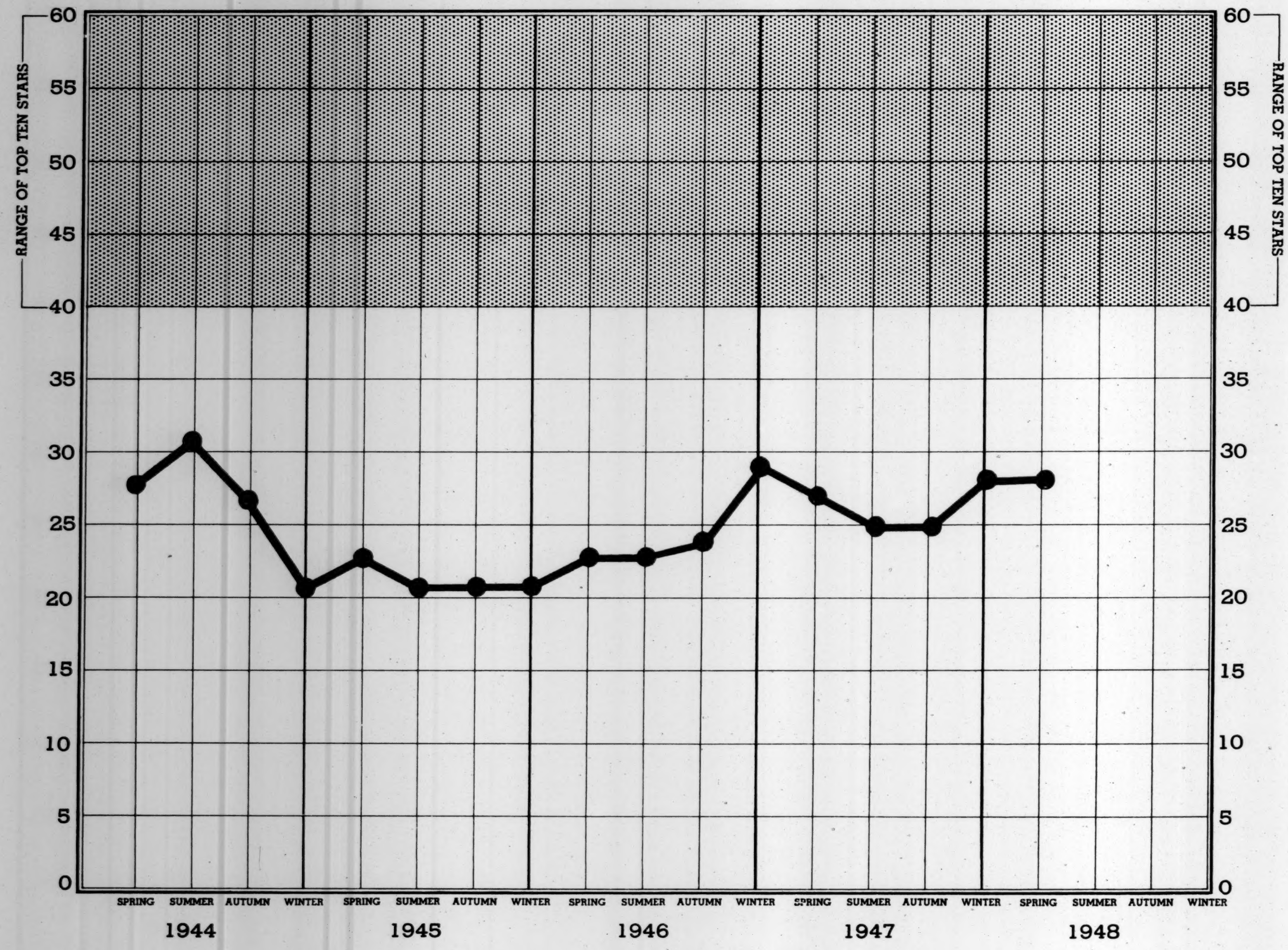

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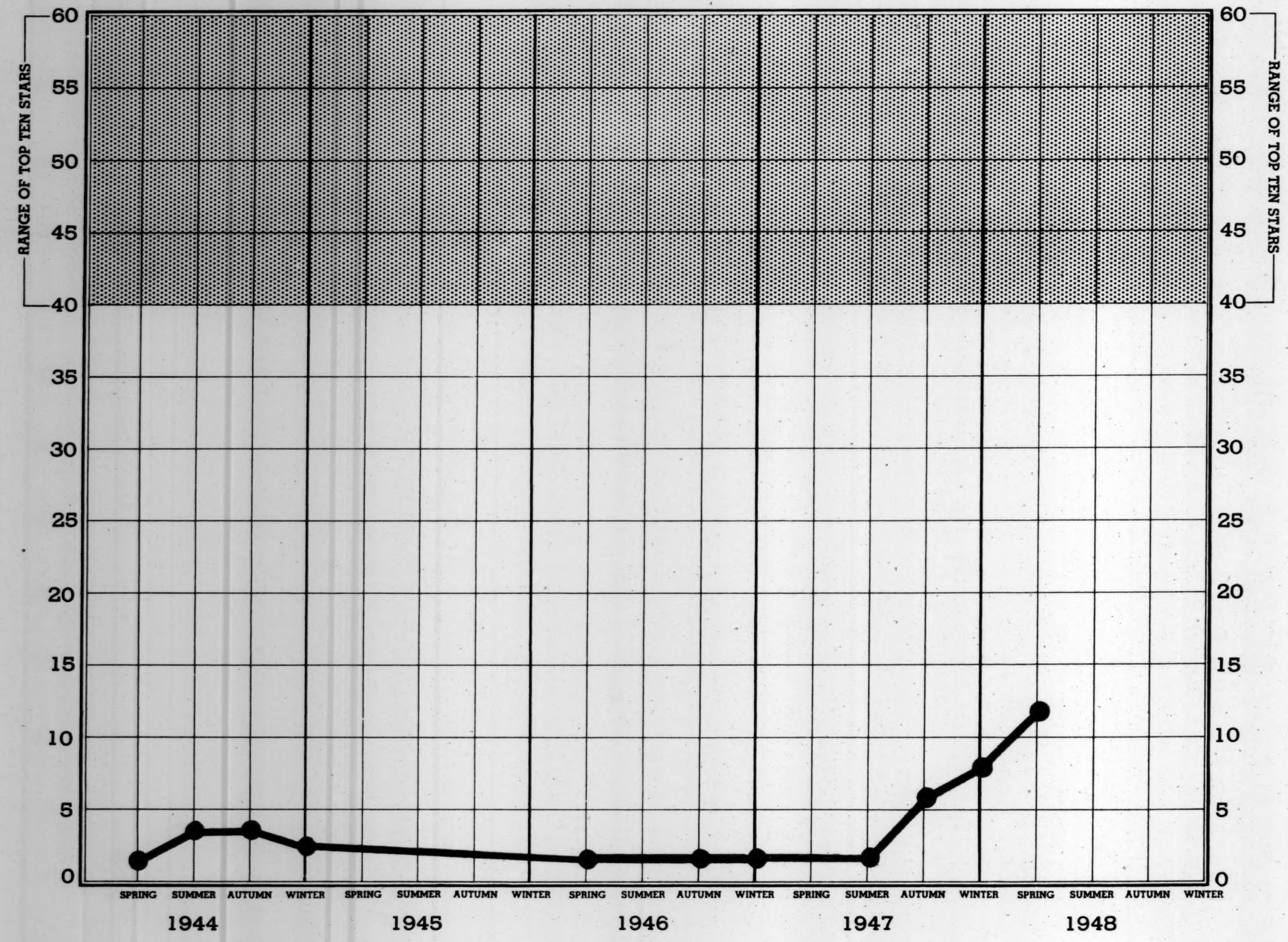
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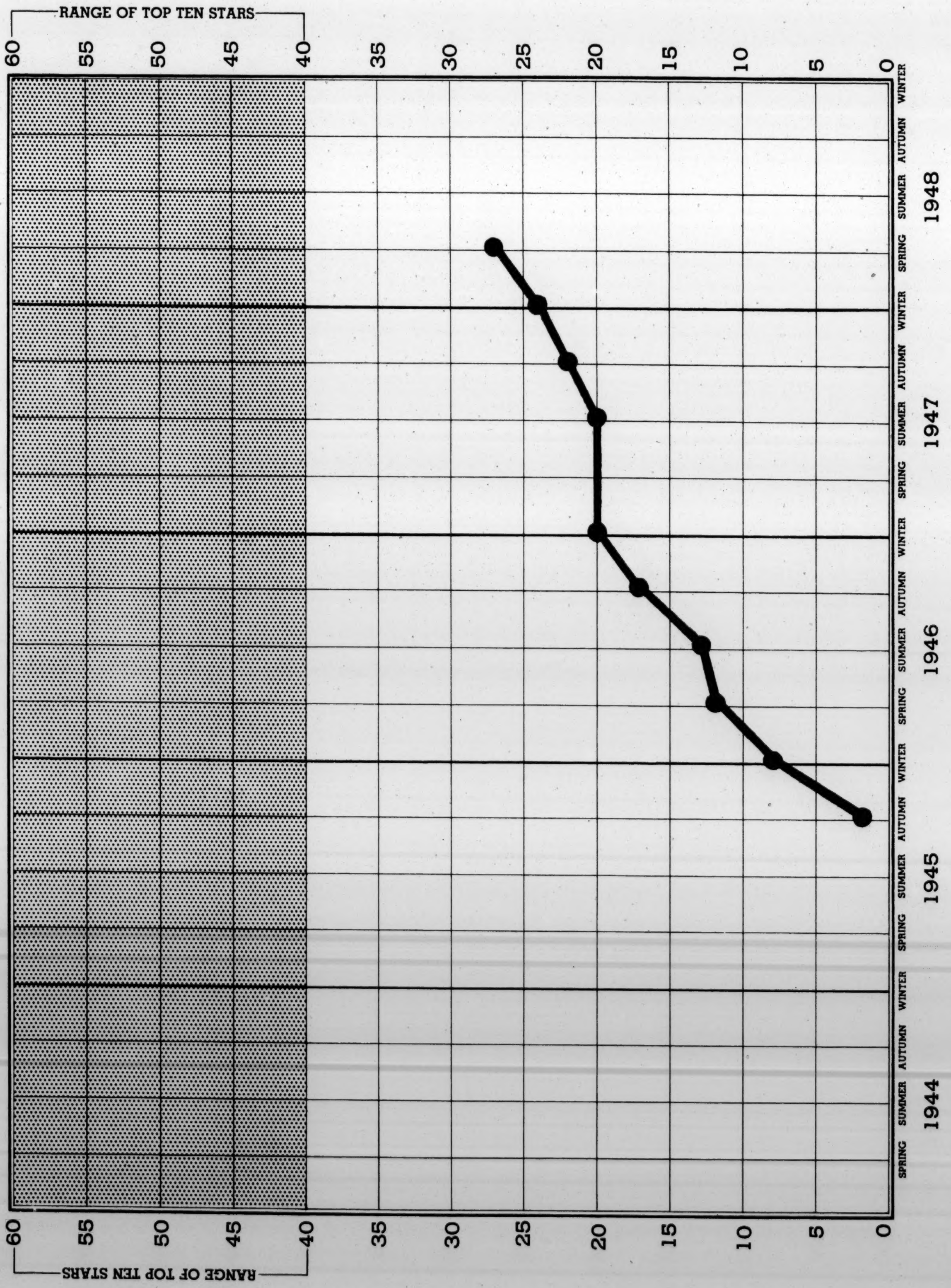
Lizabeth SCOTT



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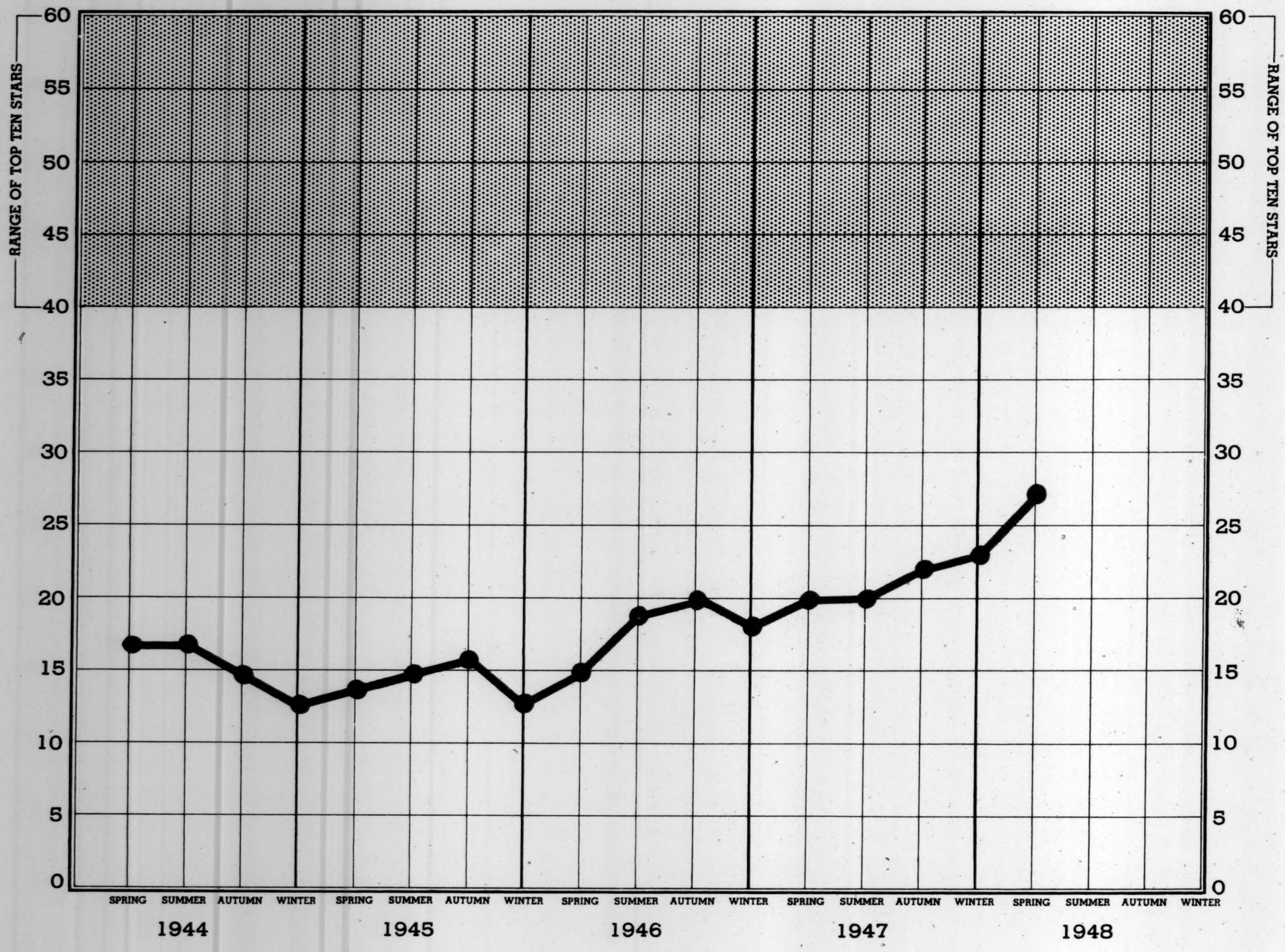

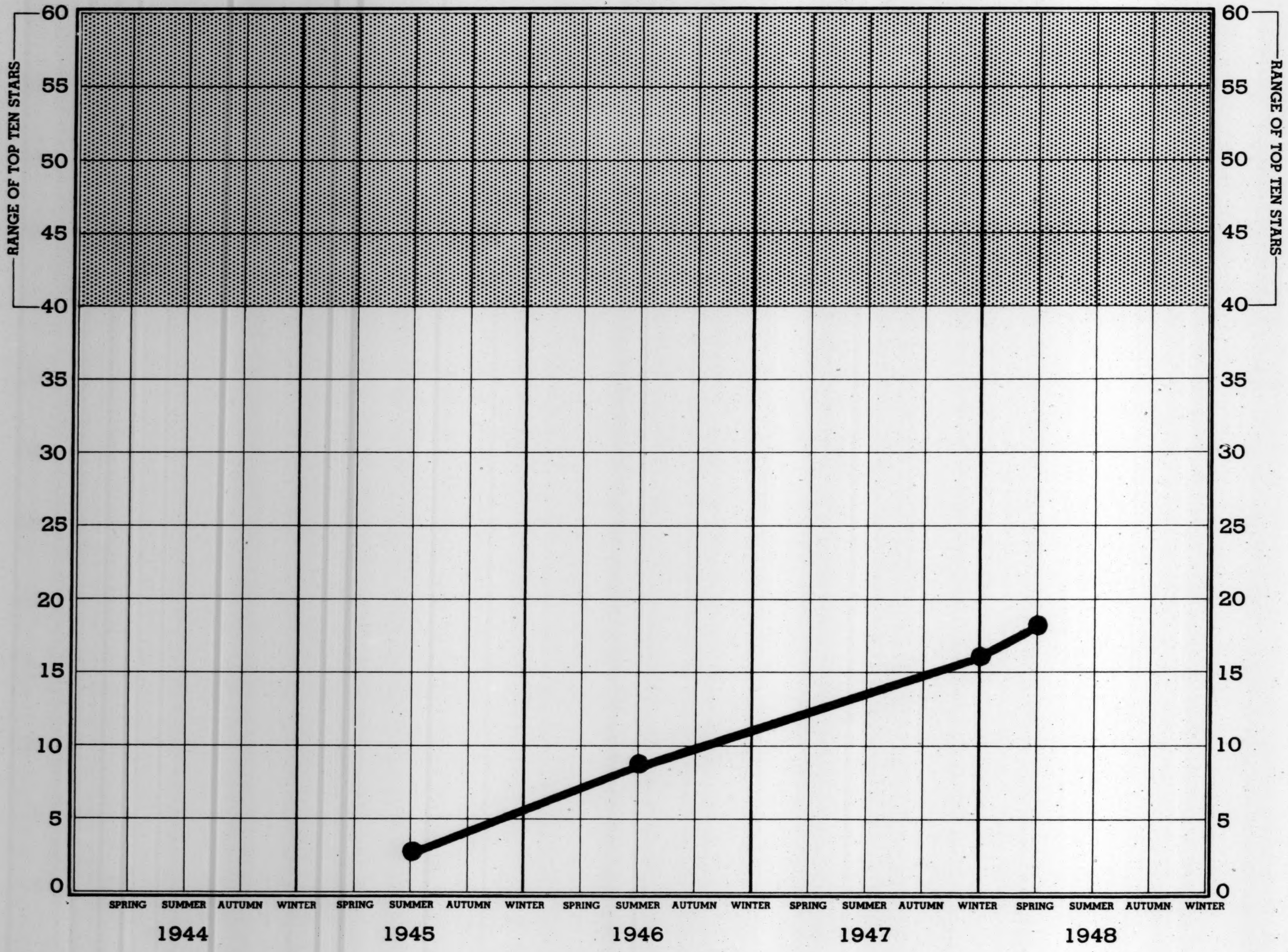

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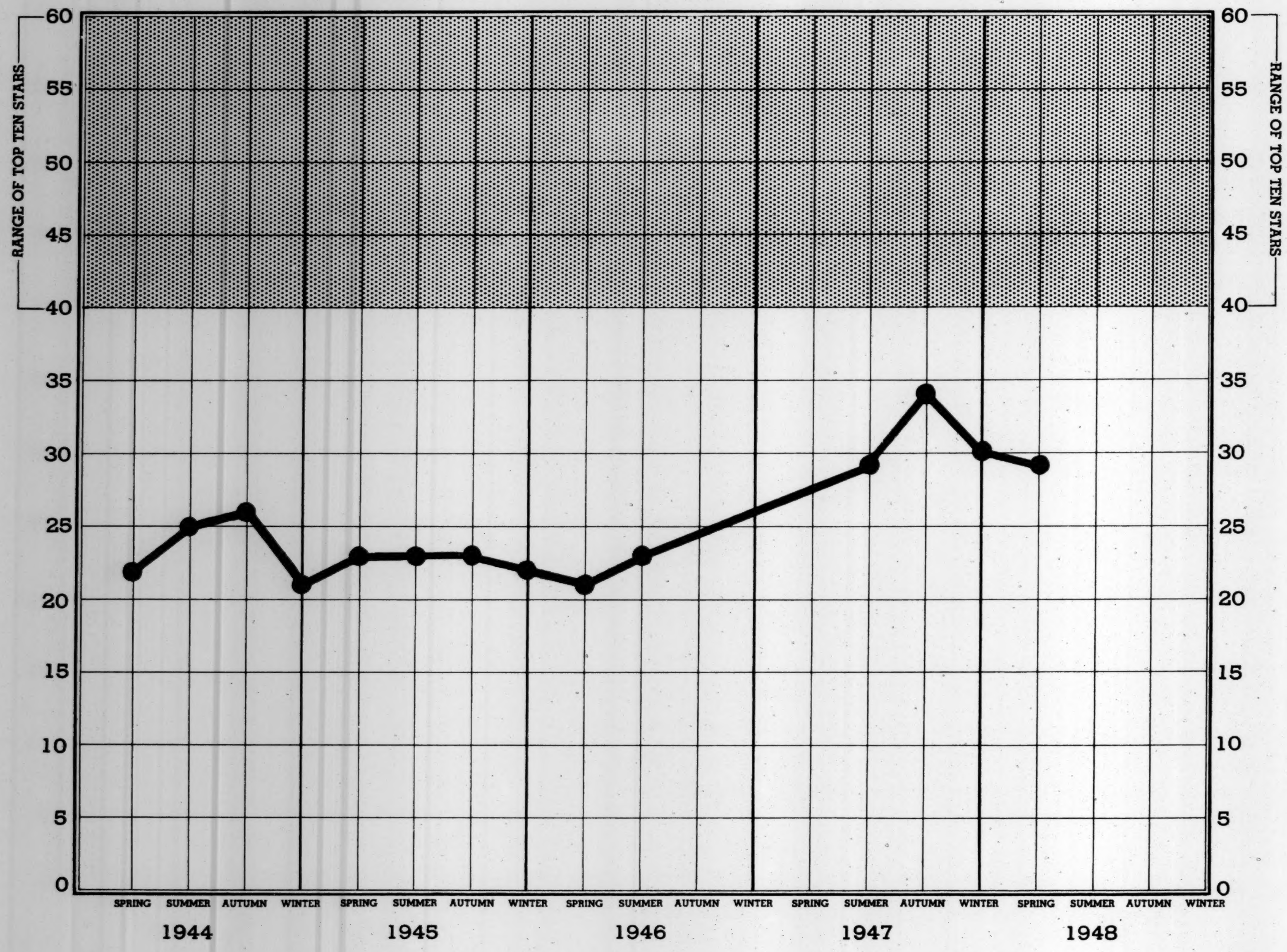

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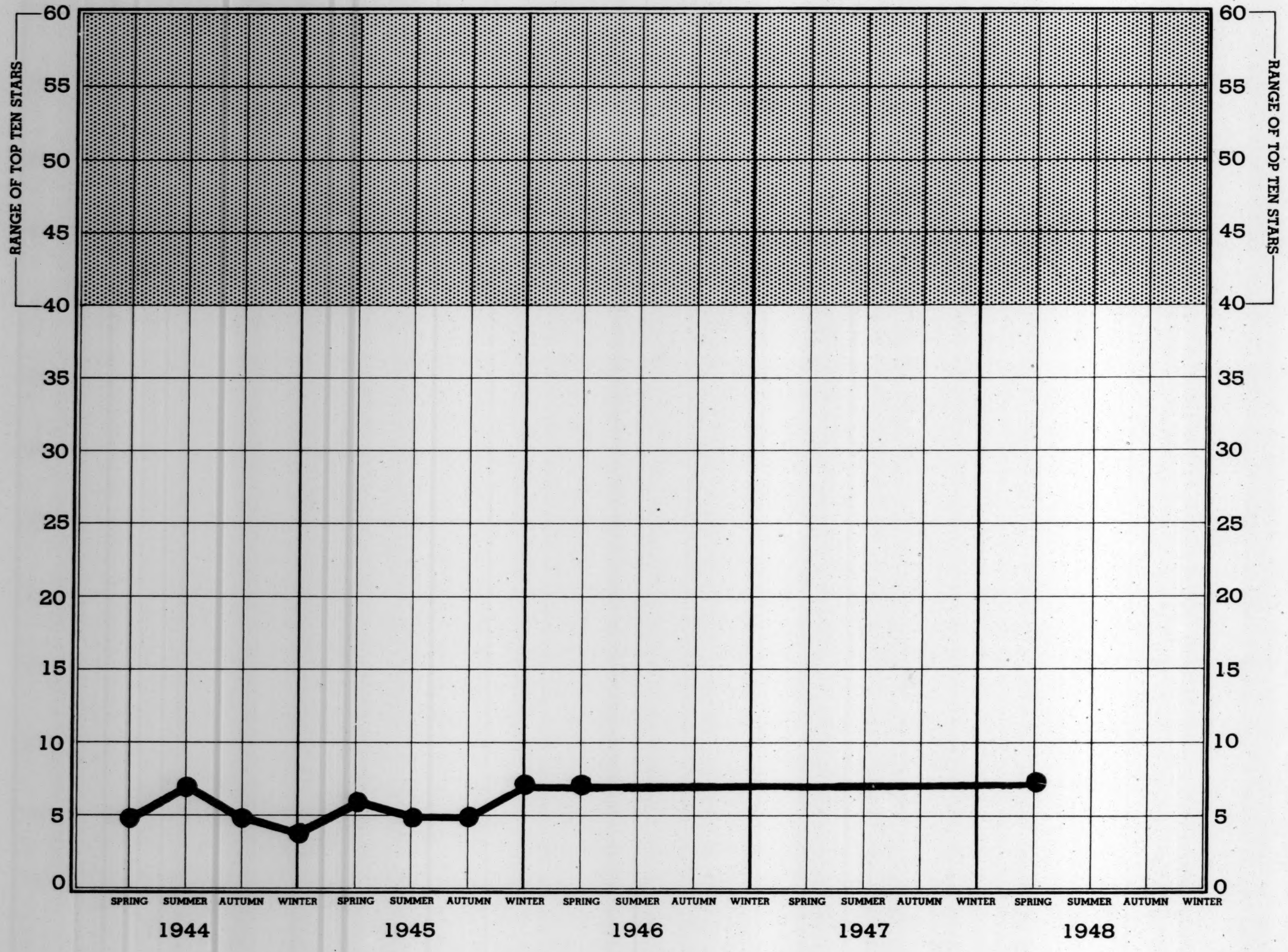
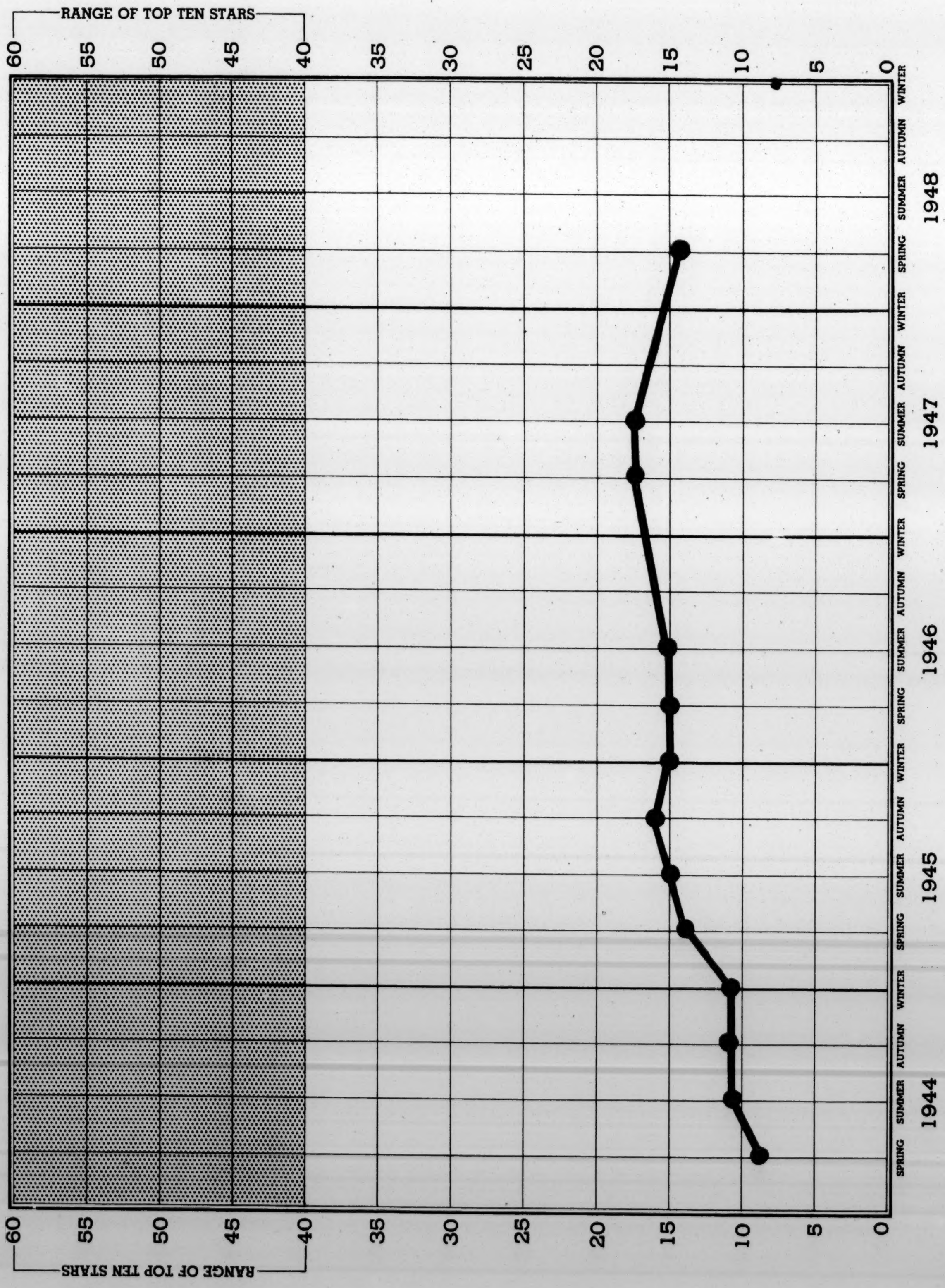


Anne SHIRLEY

Dinah SHORE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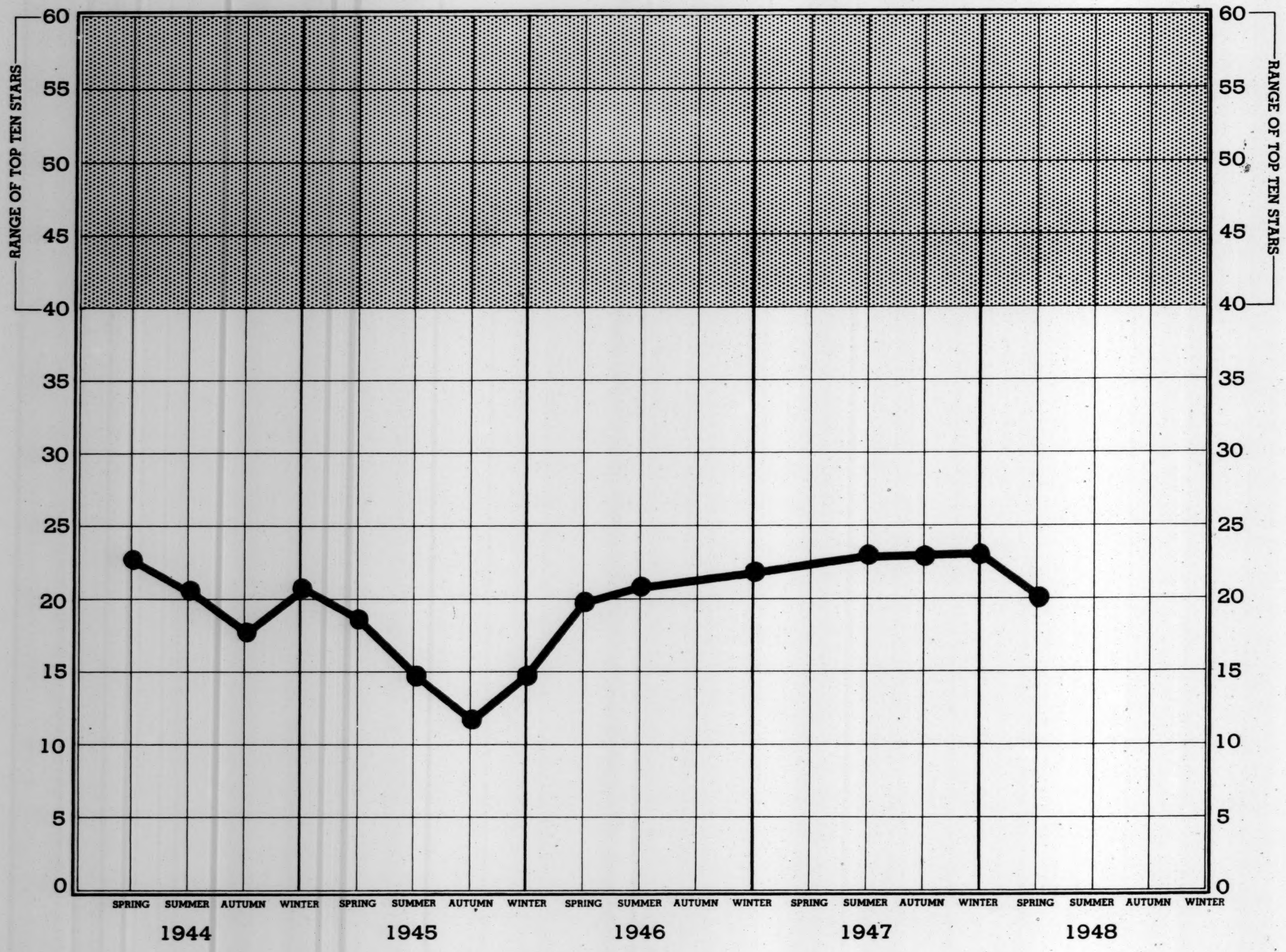

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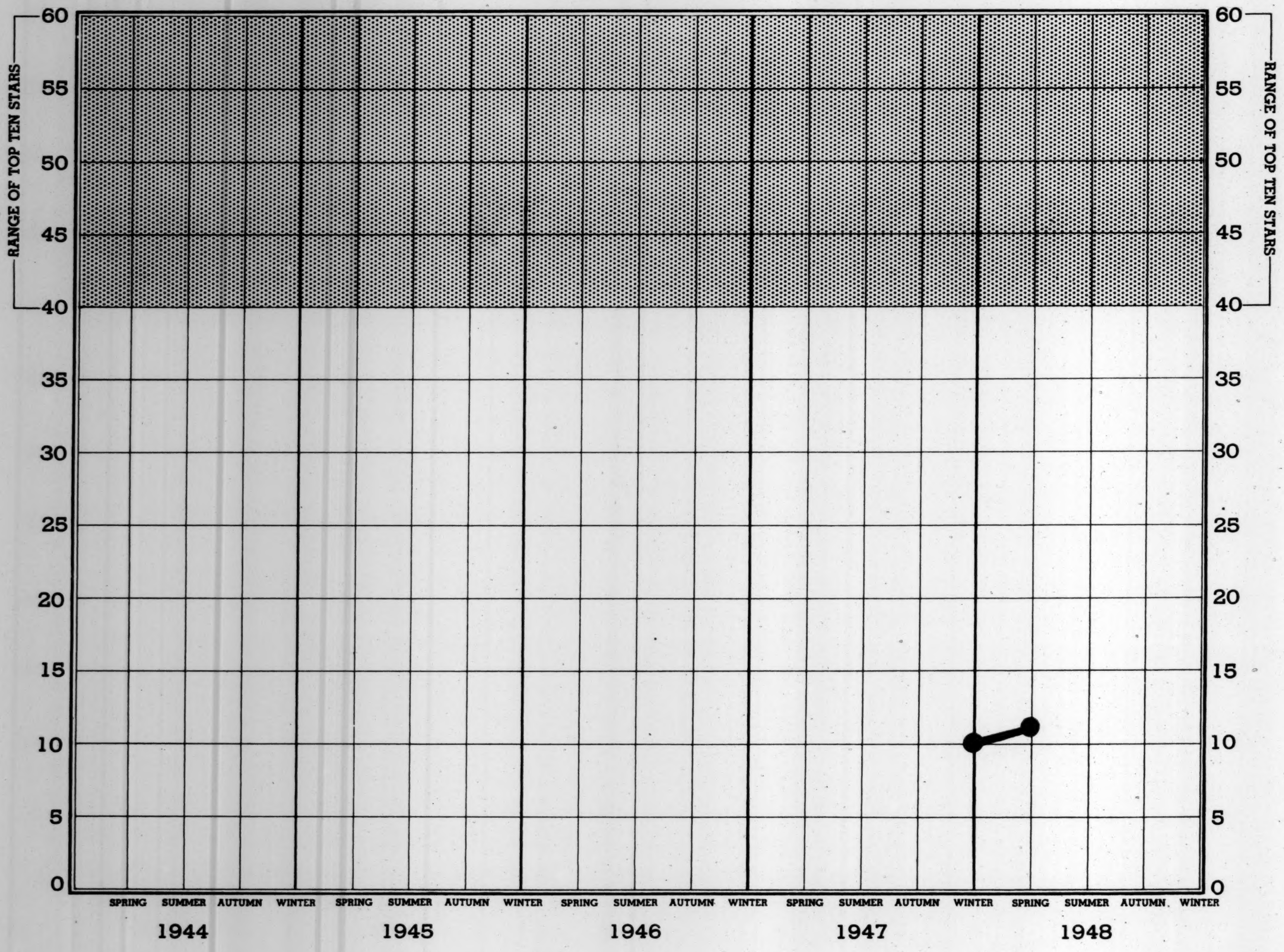

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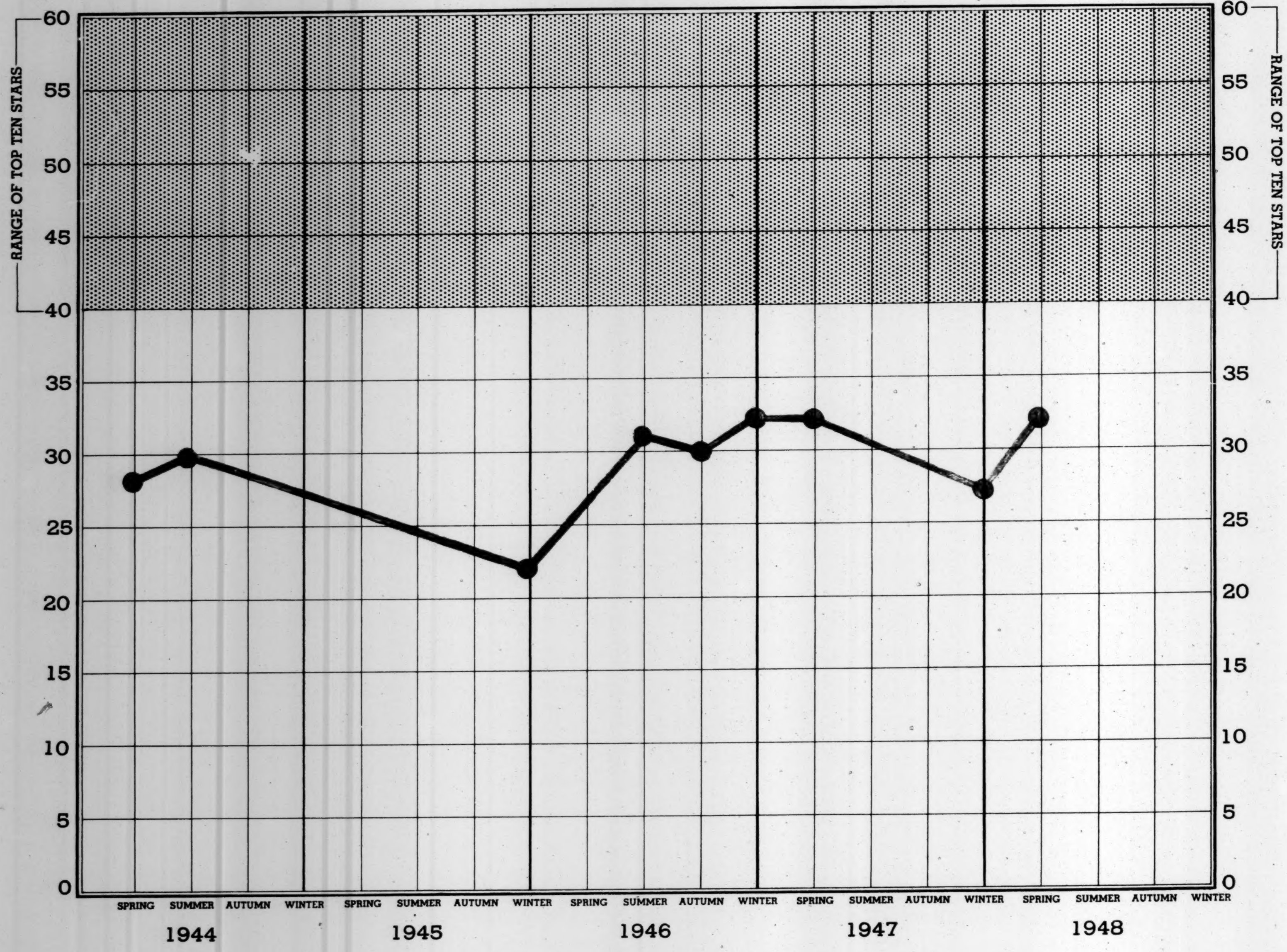
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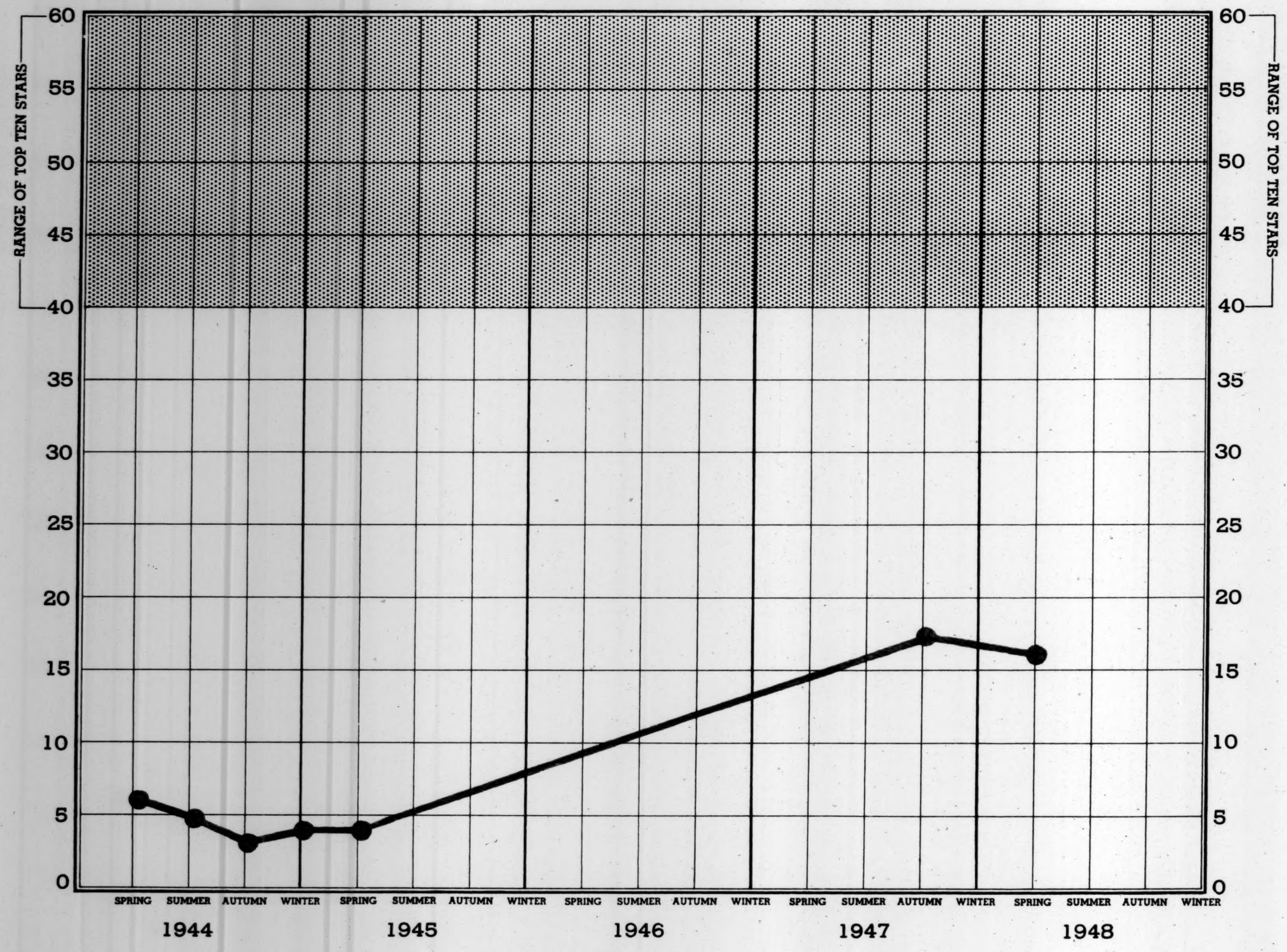
Alexis SMITH



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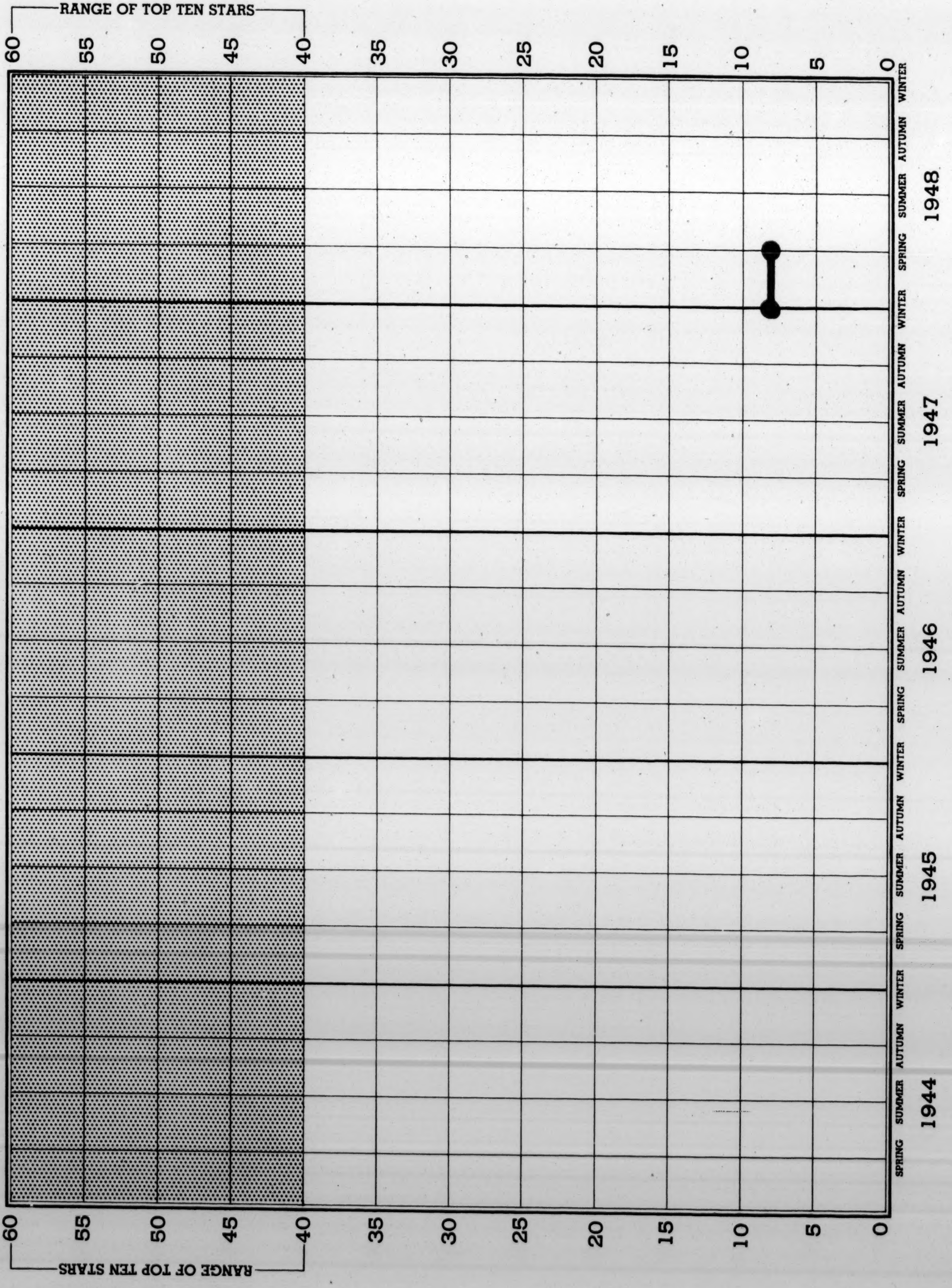

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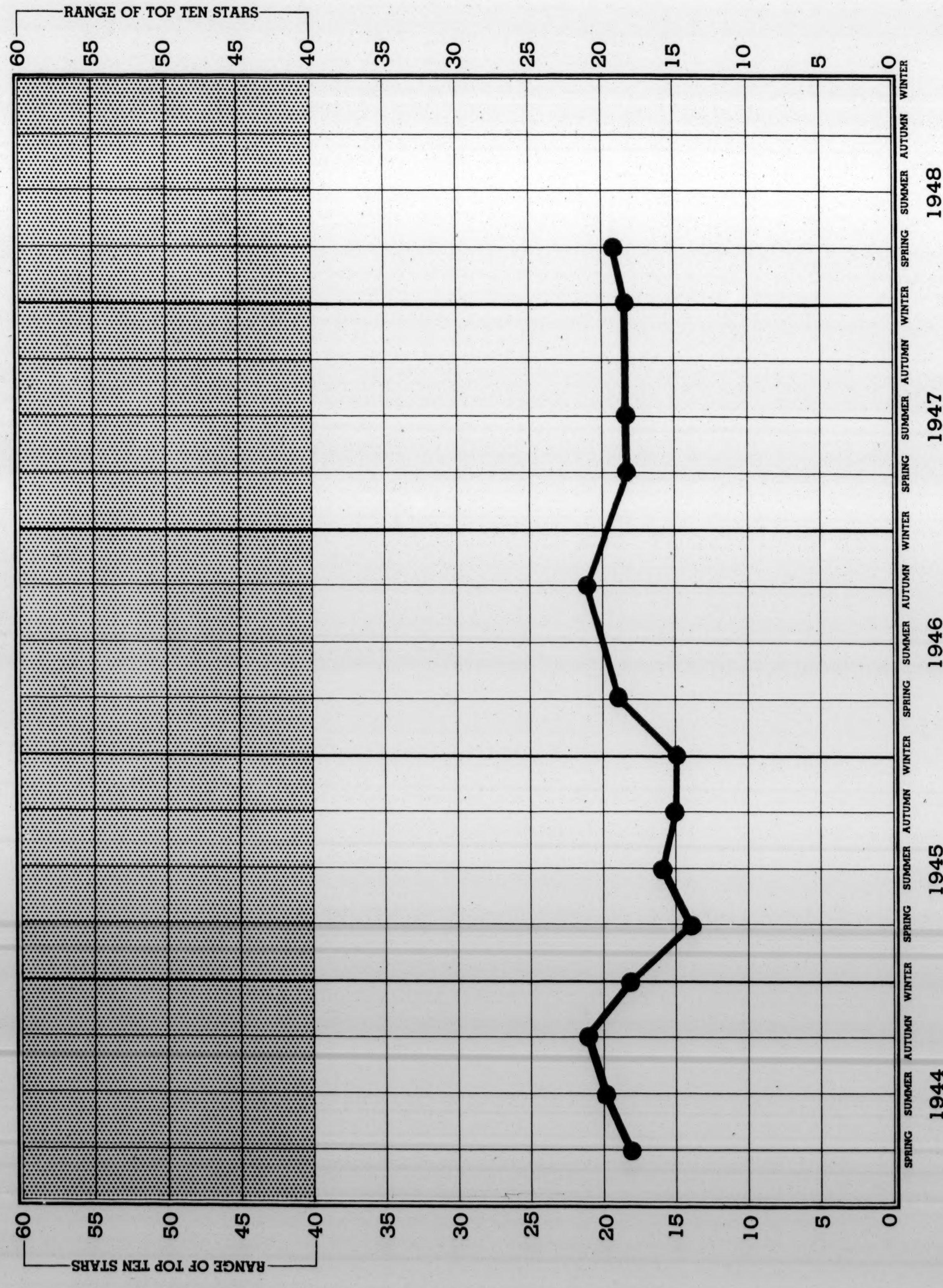

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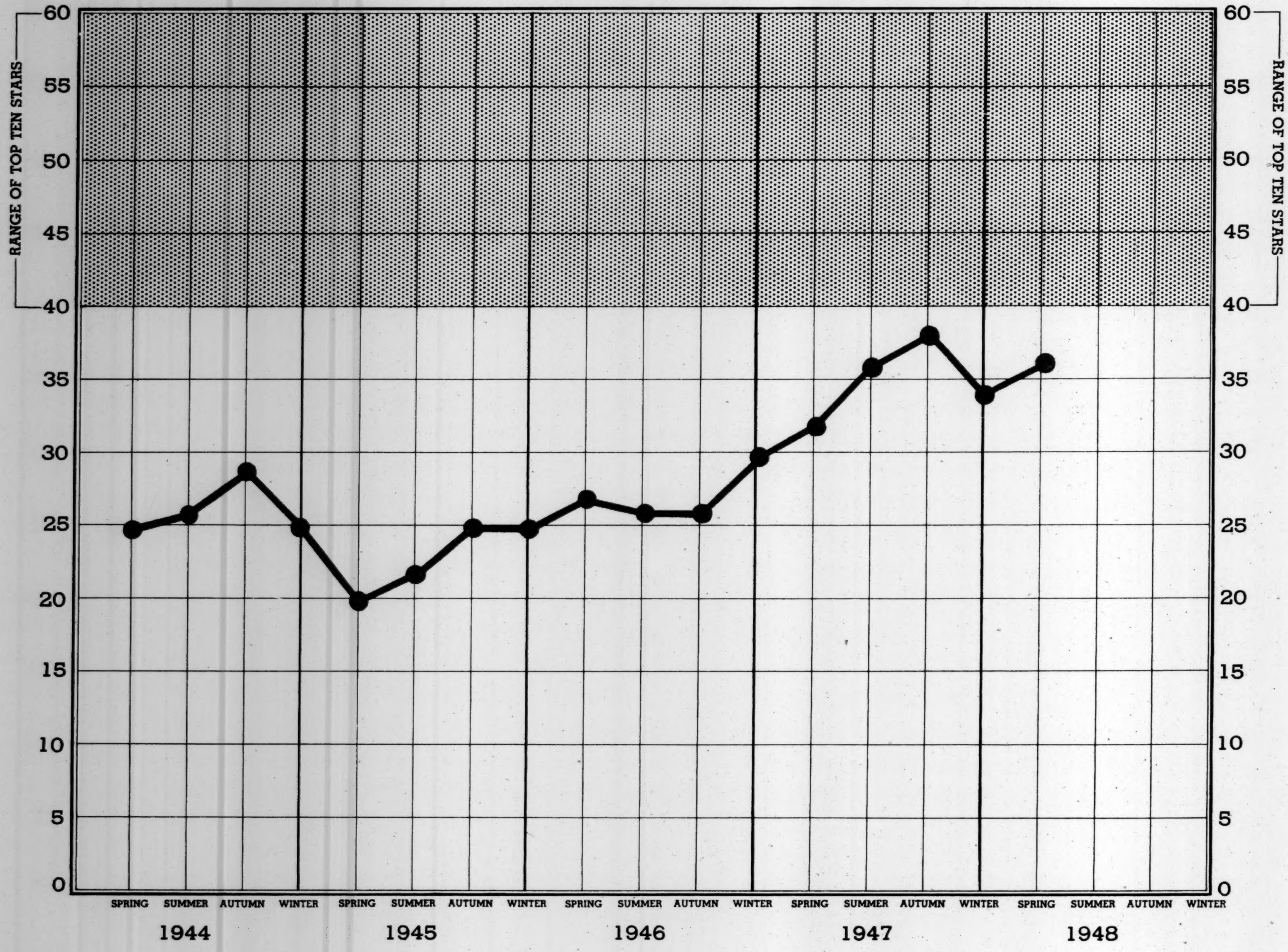
Barbara STANWYCK



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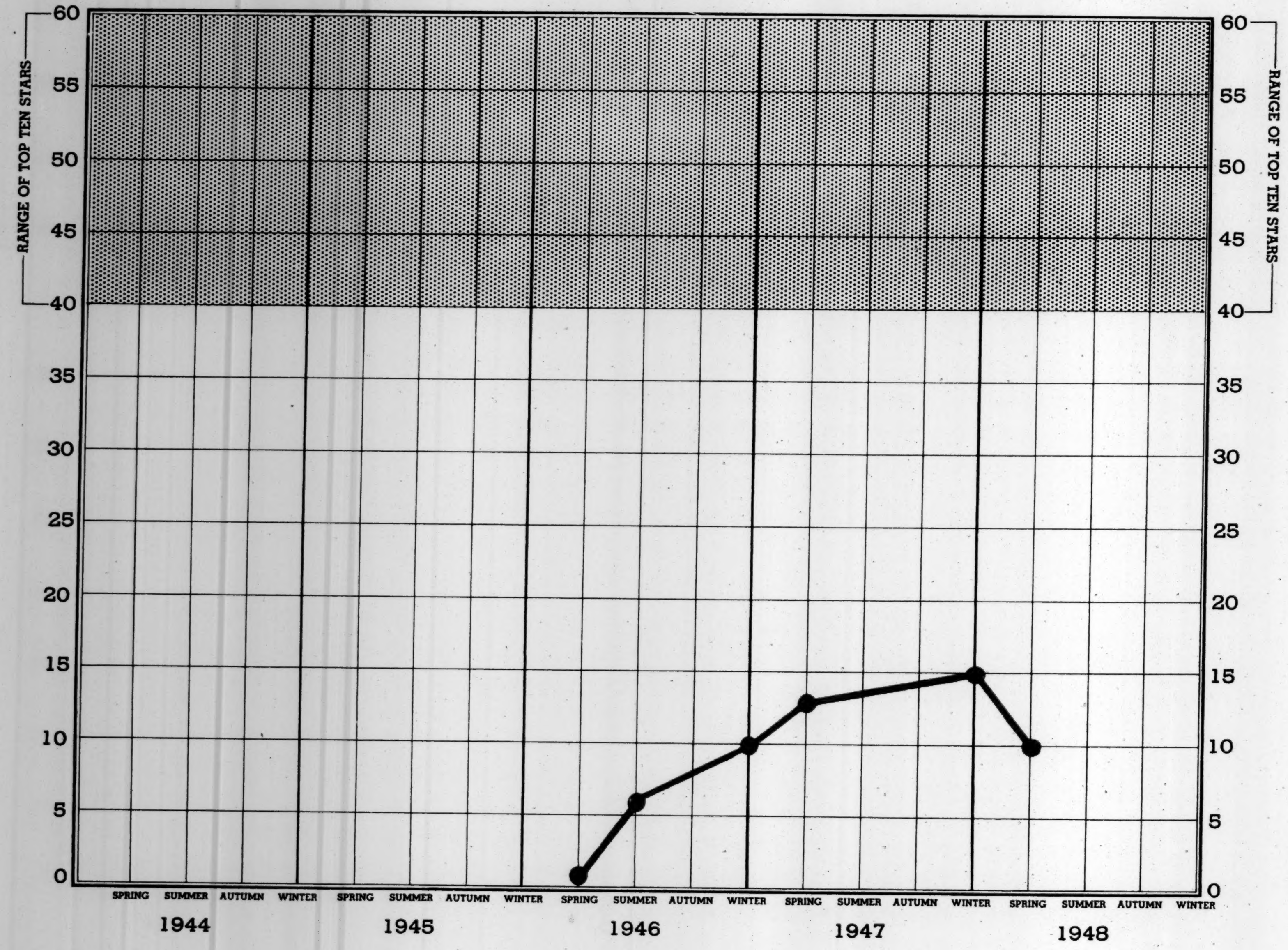

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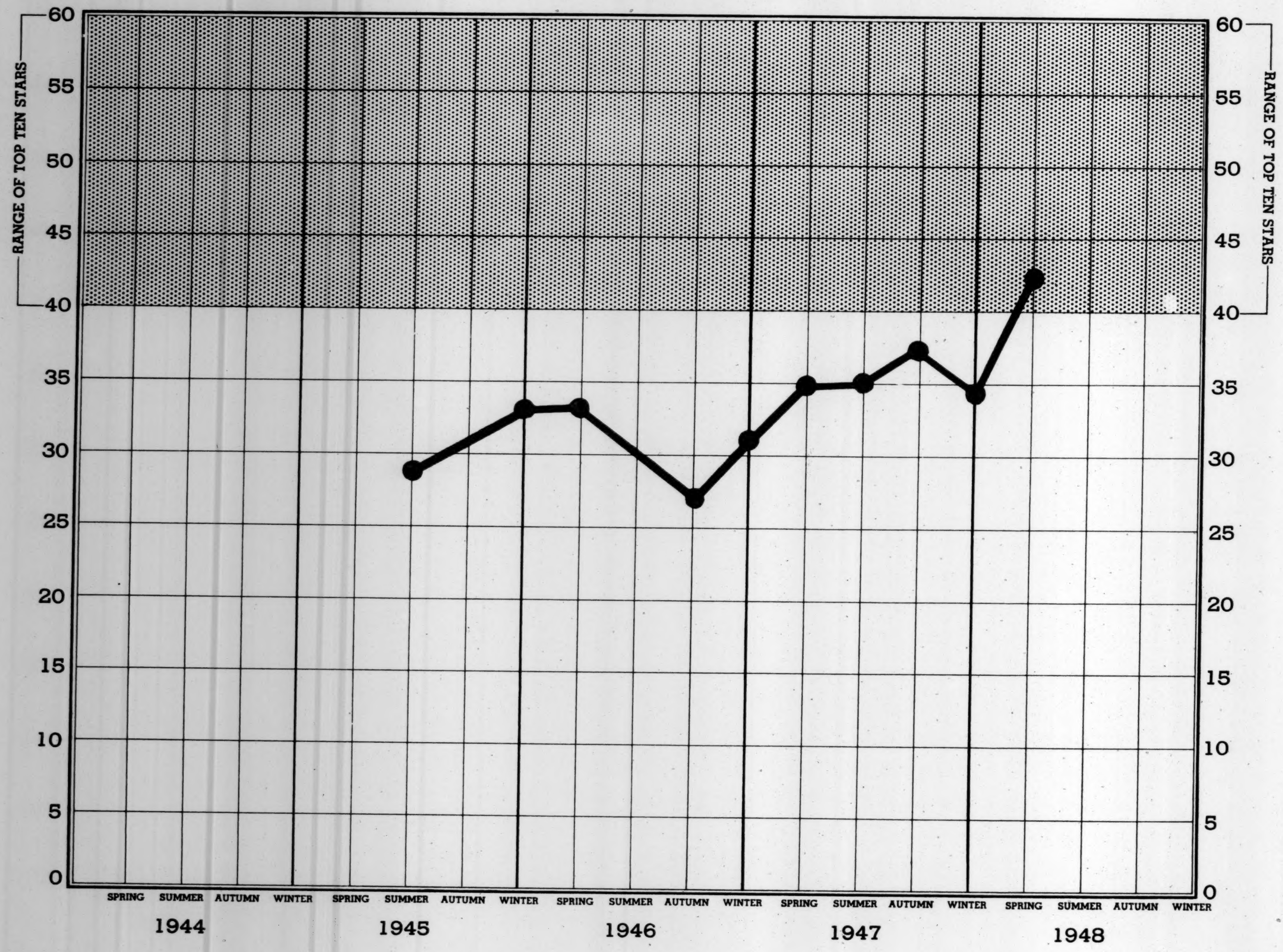
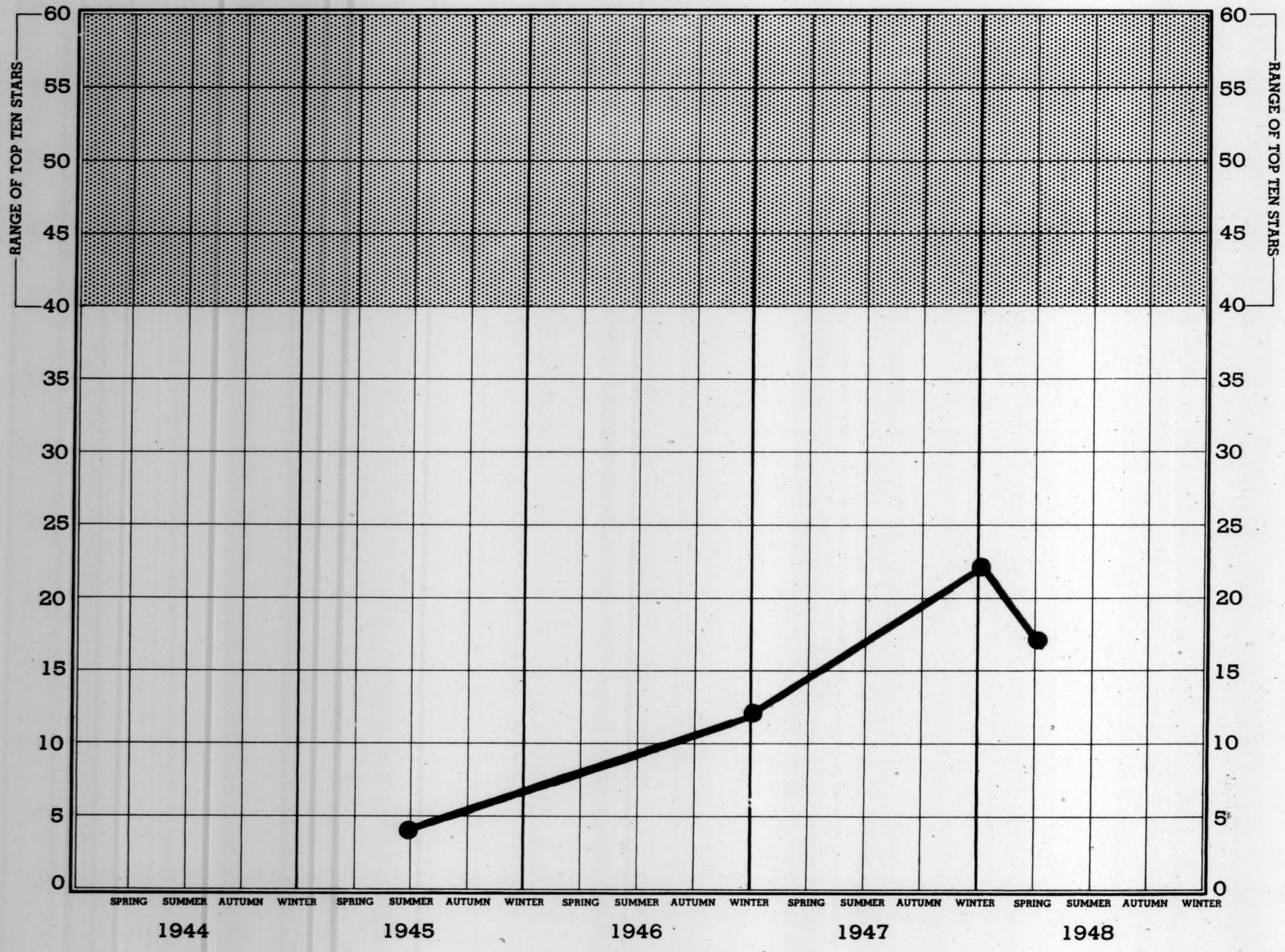
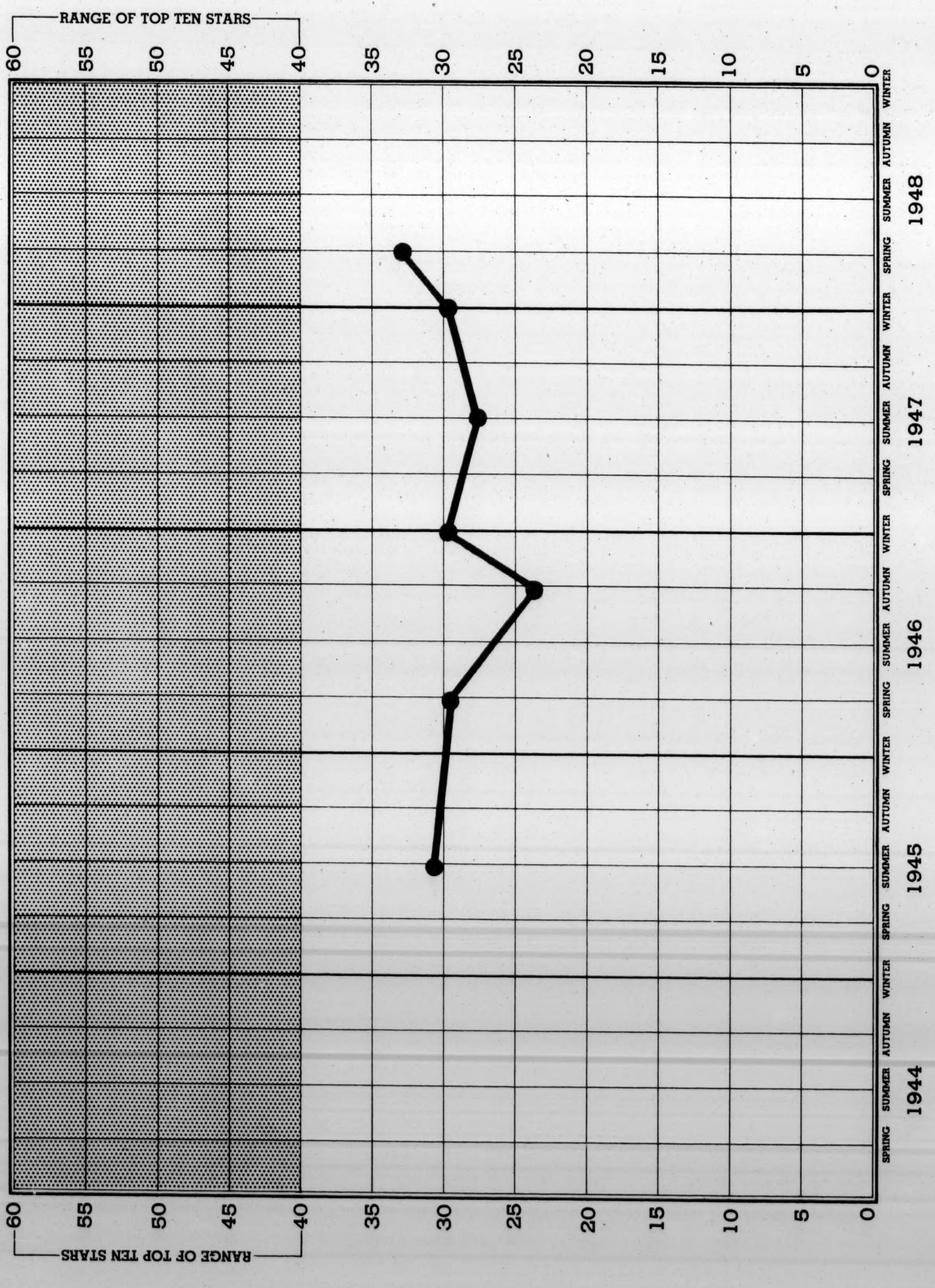




Elizabeth TAYLOR

Robert TAYLOR



Shirley TEMPLE

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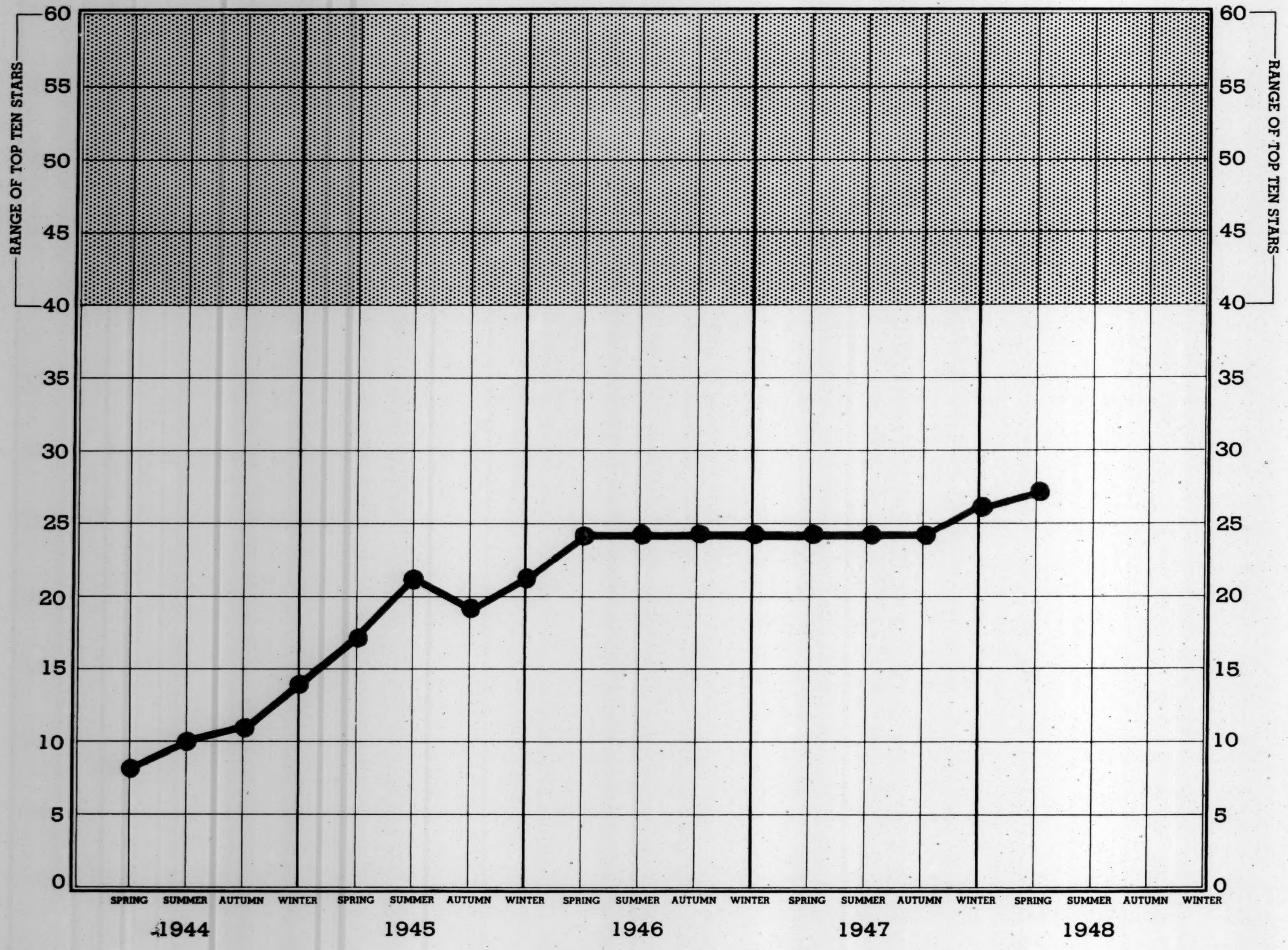

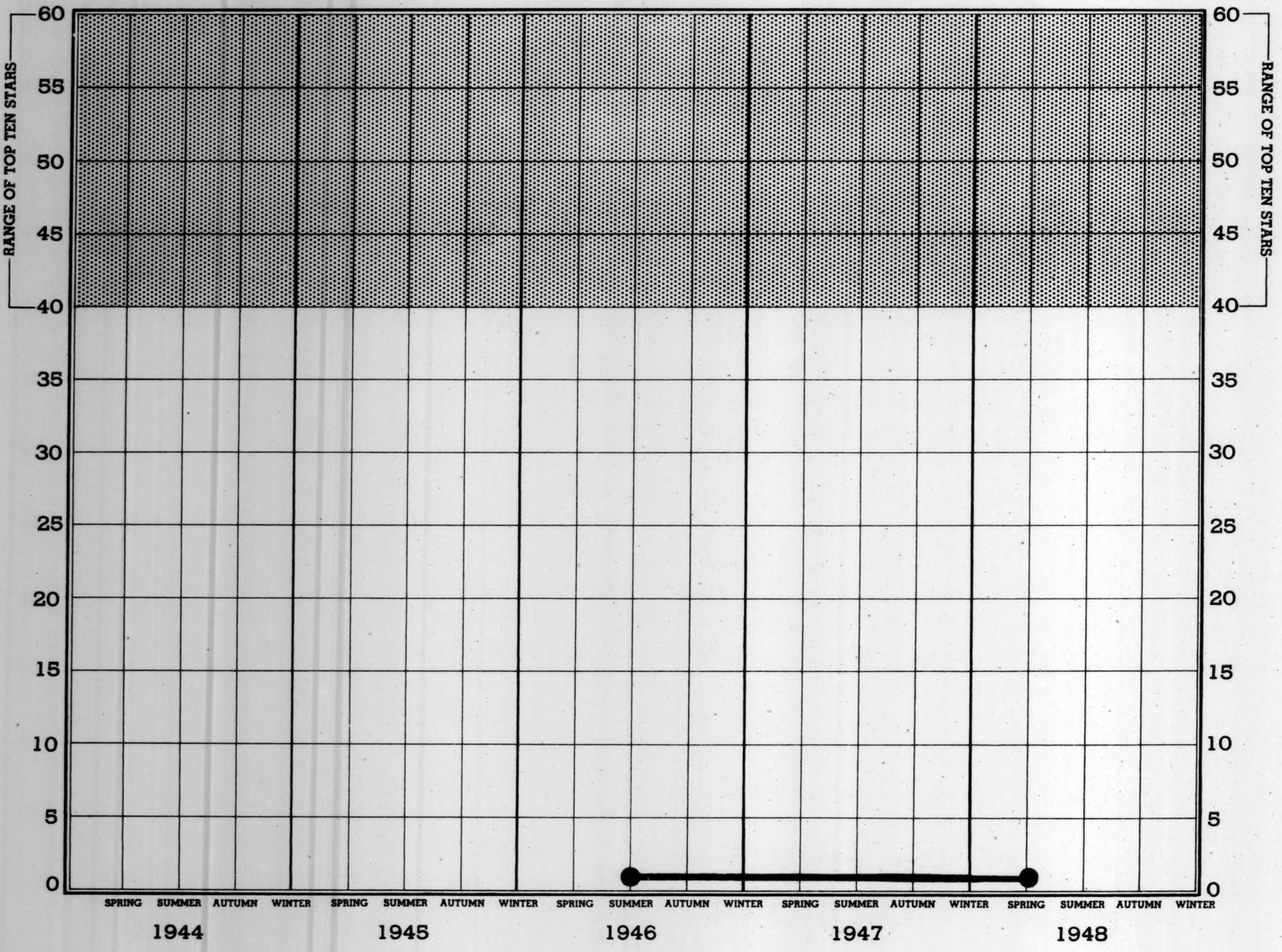
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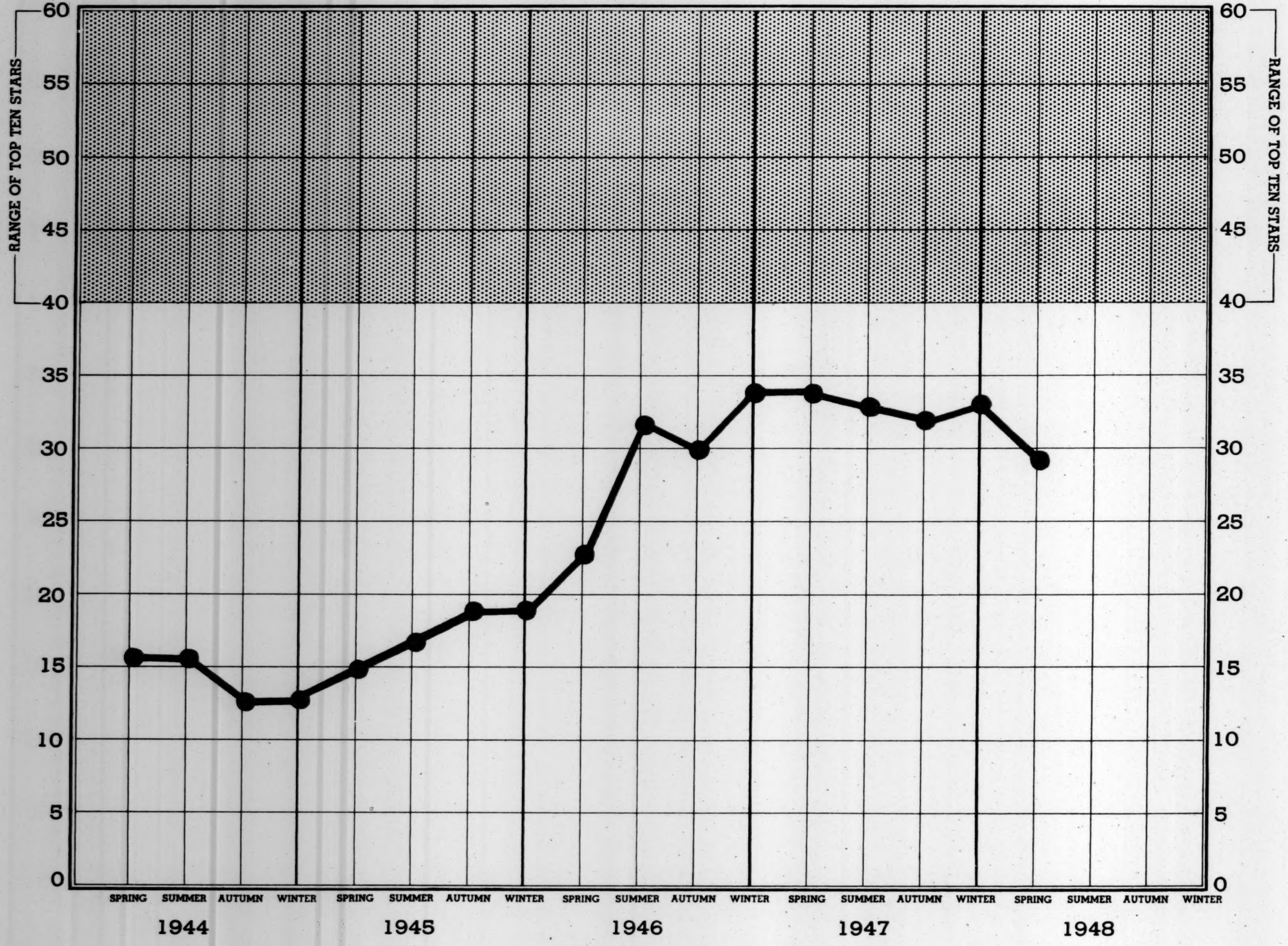
Gene TIERNEY



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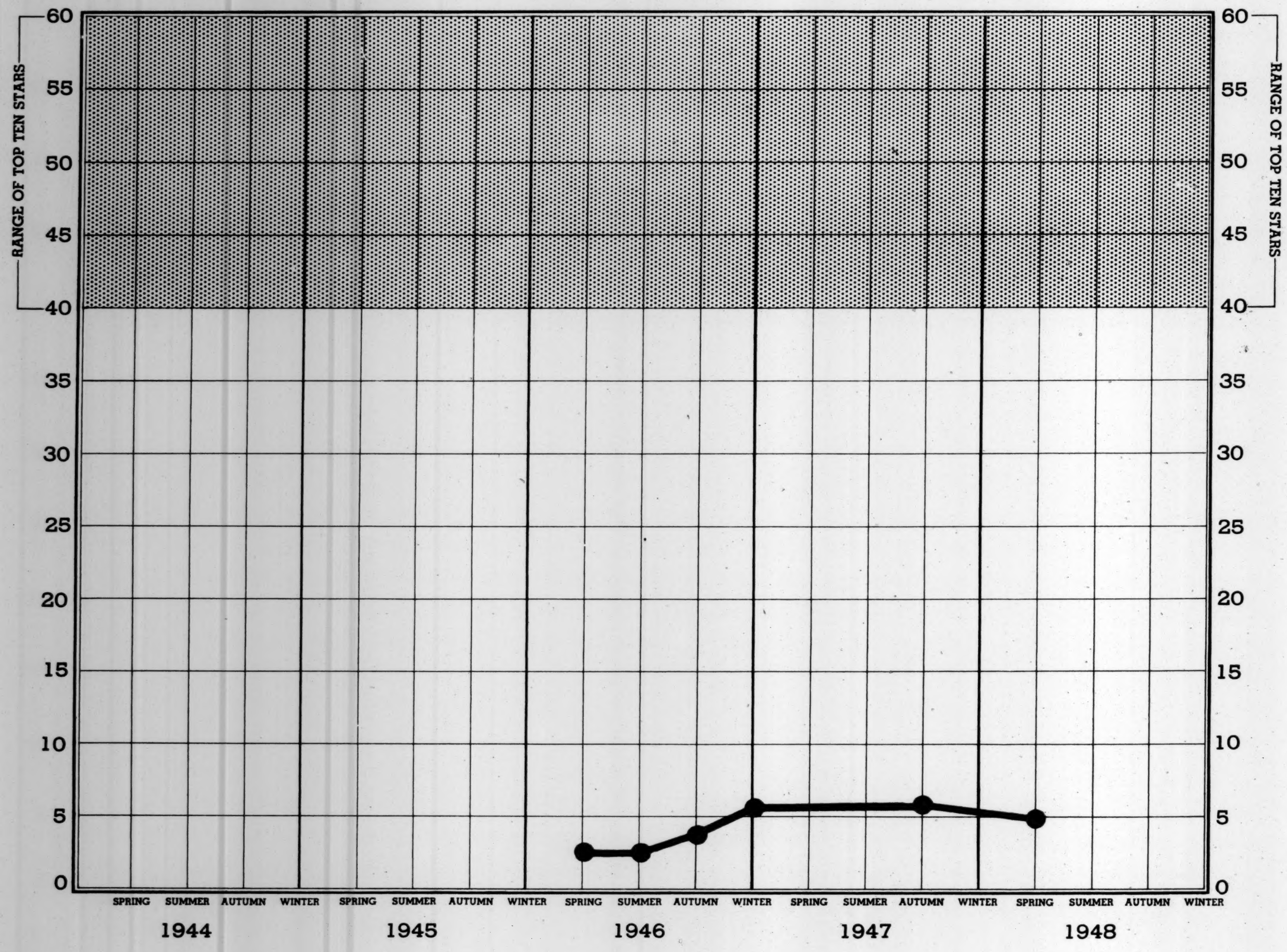
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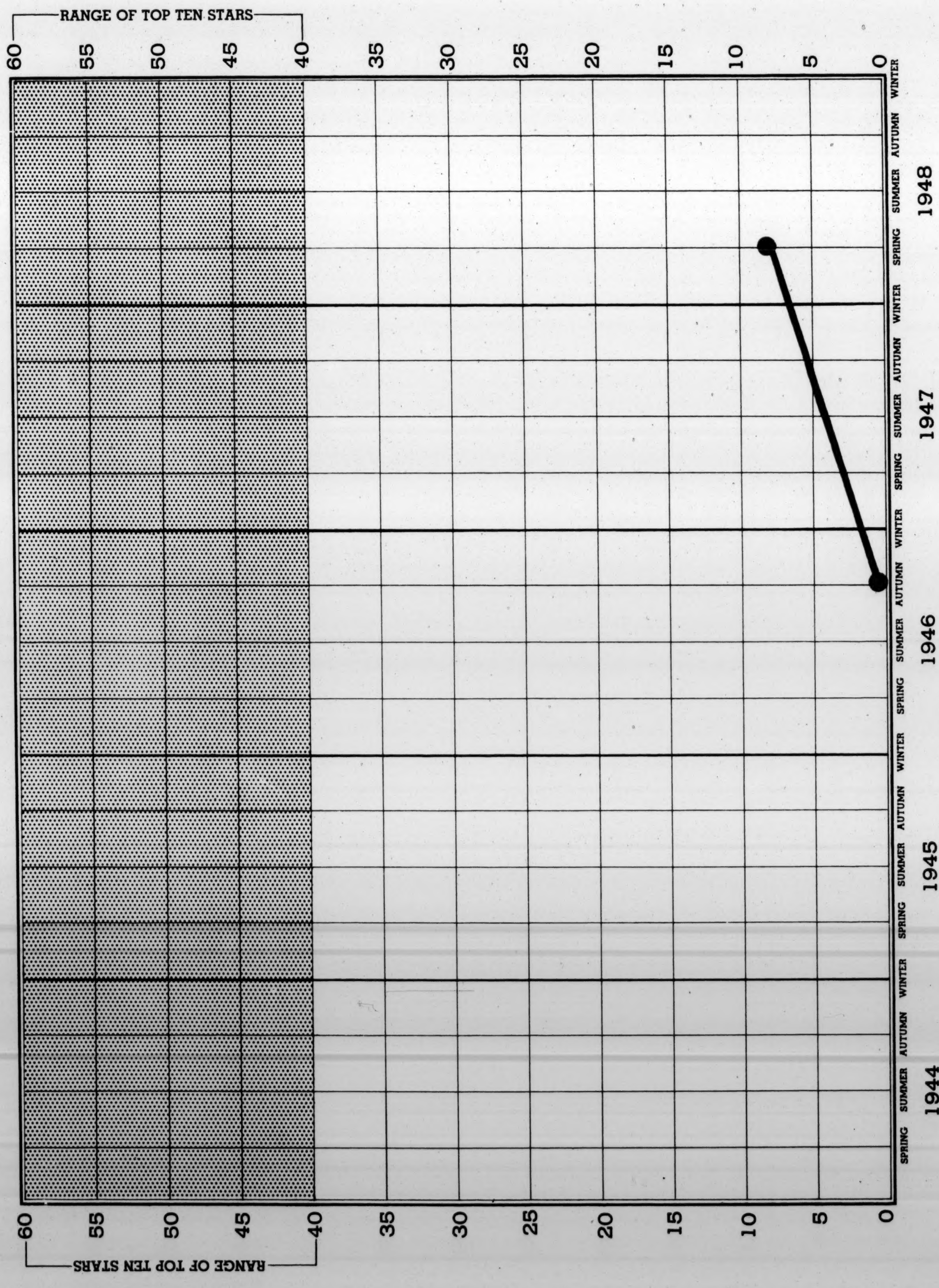

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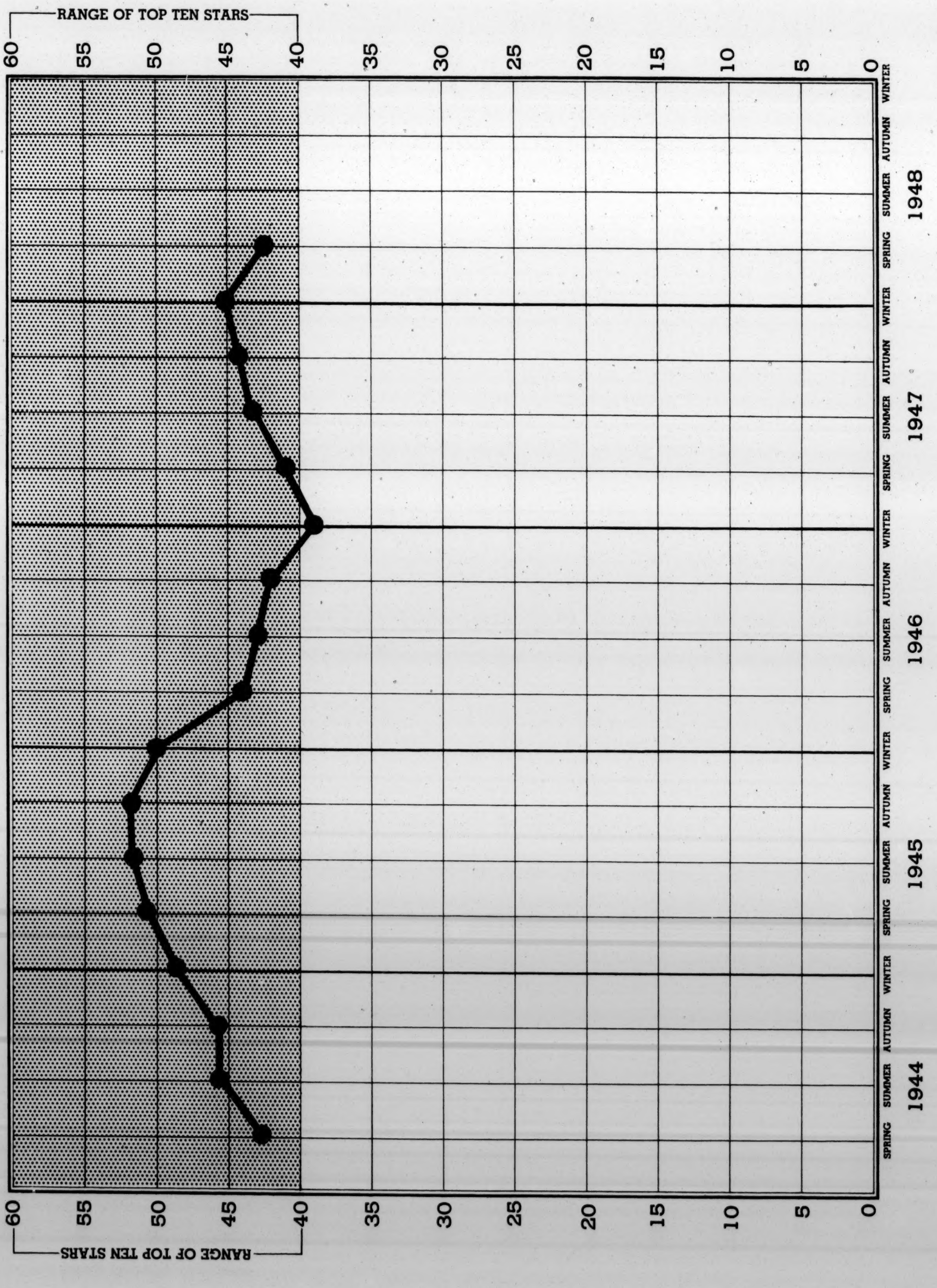

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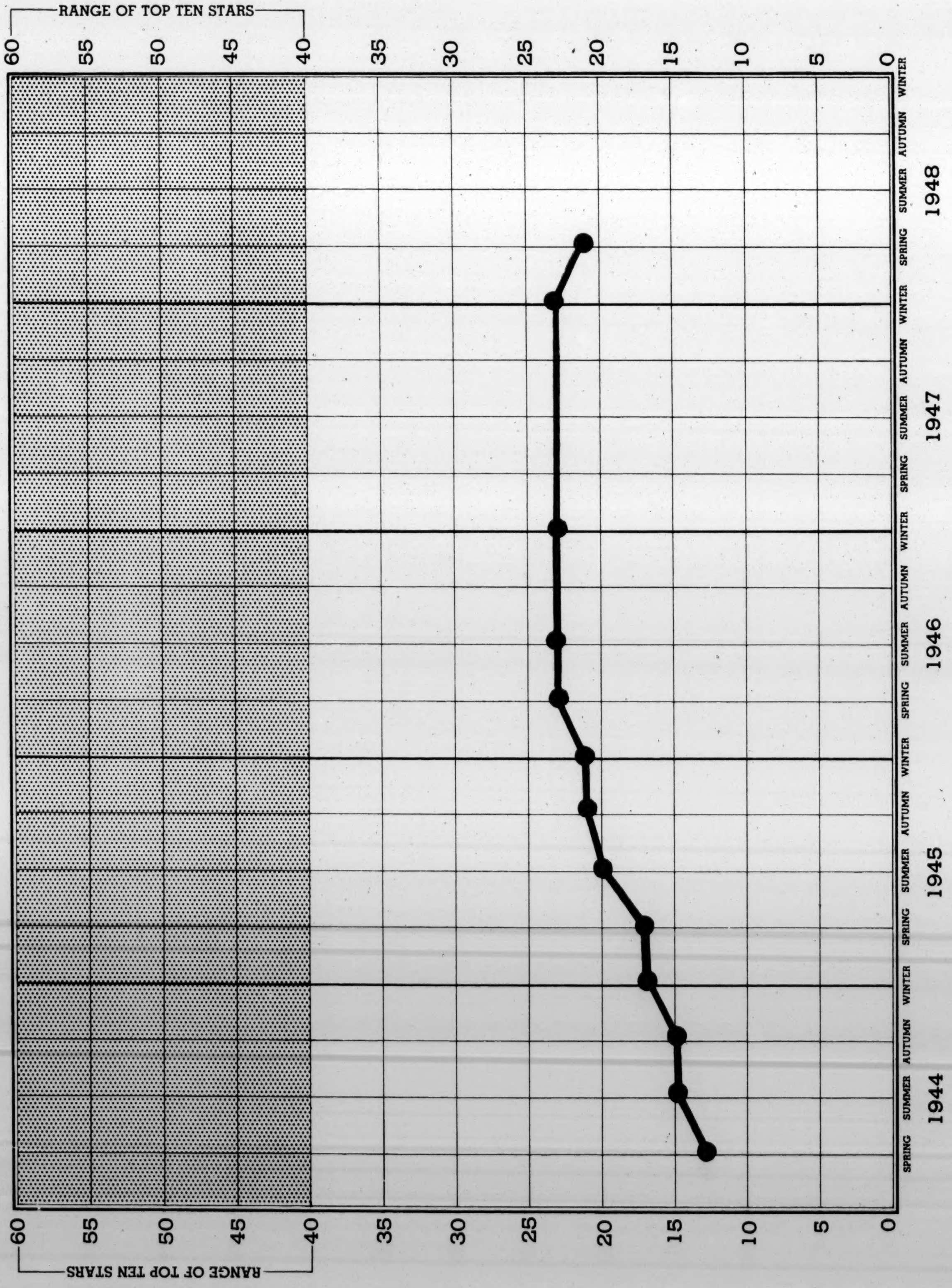
Sonny **TUFTS**



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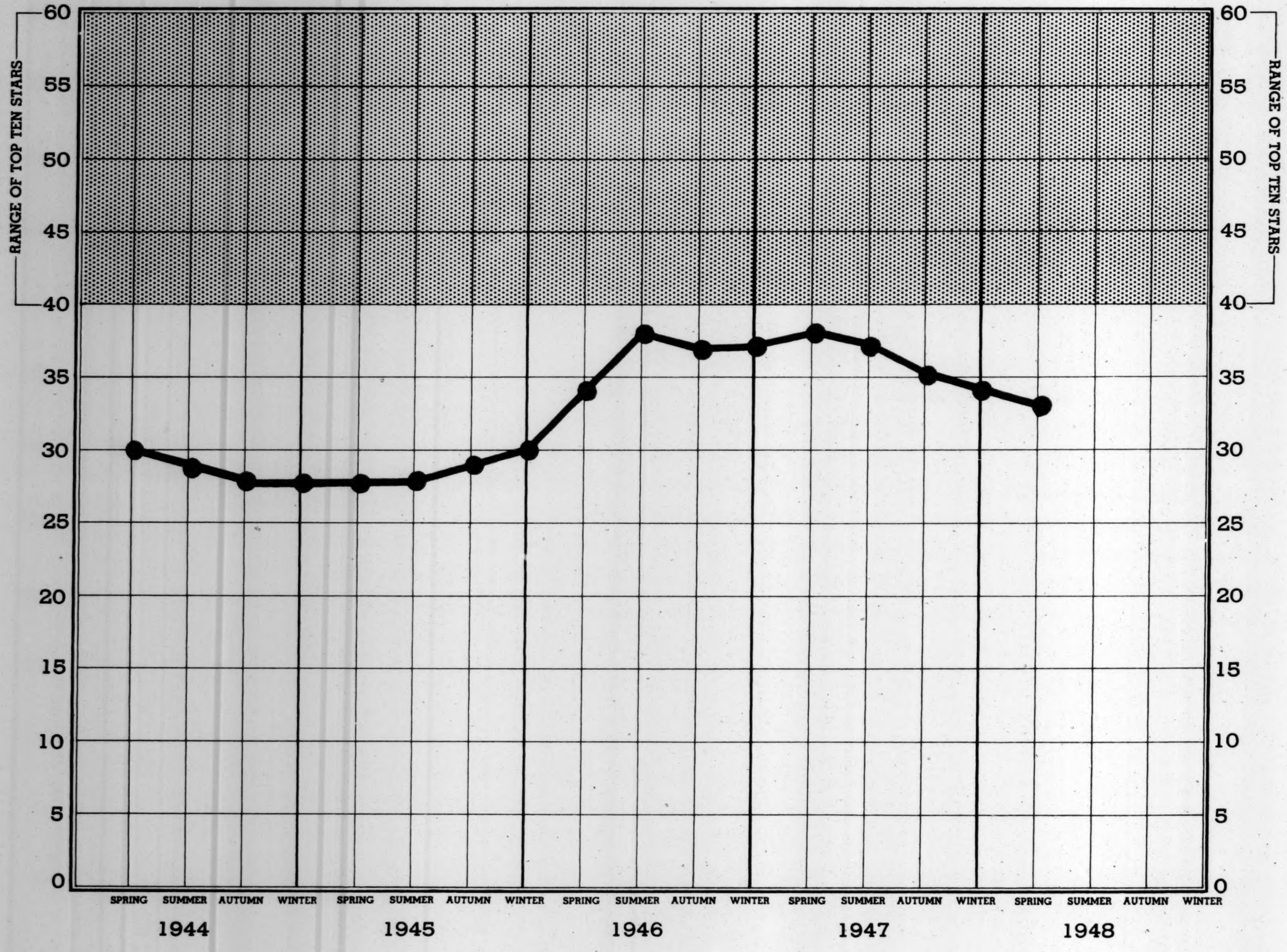
Lana TURNER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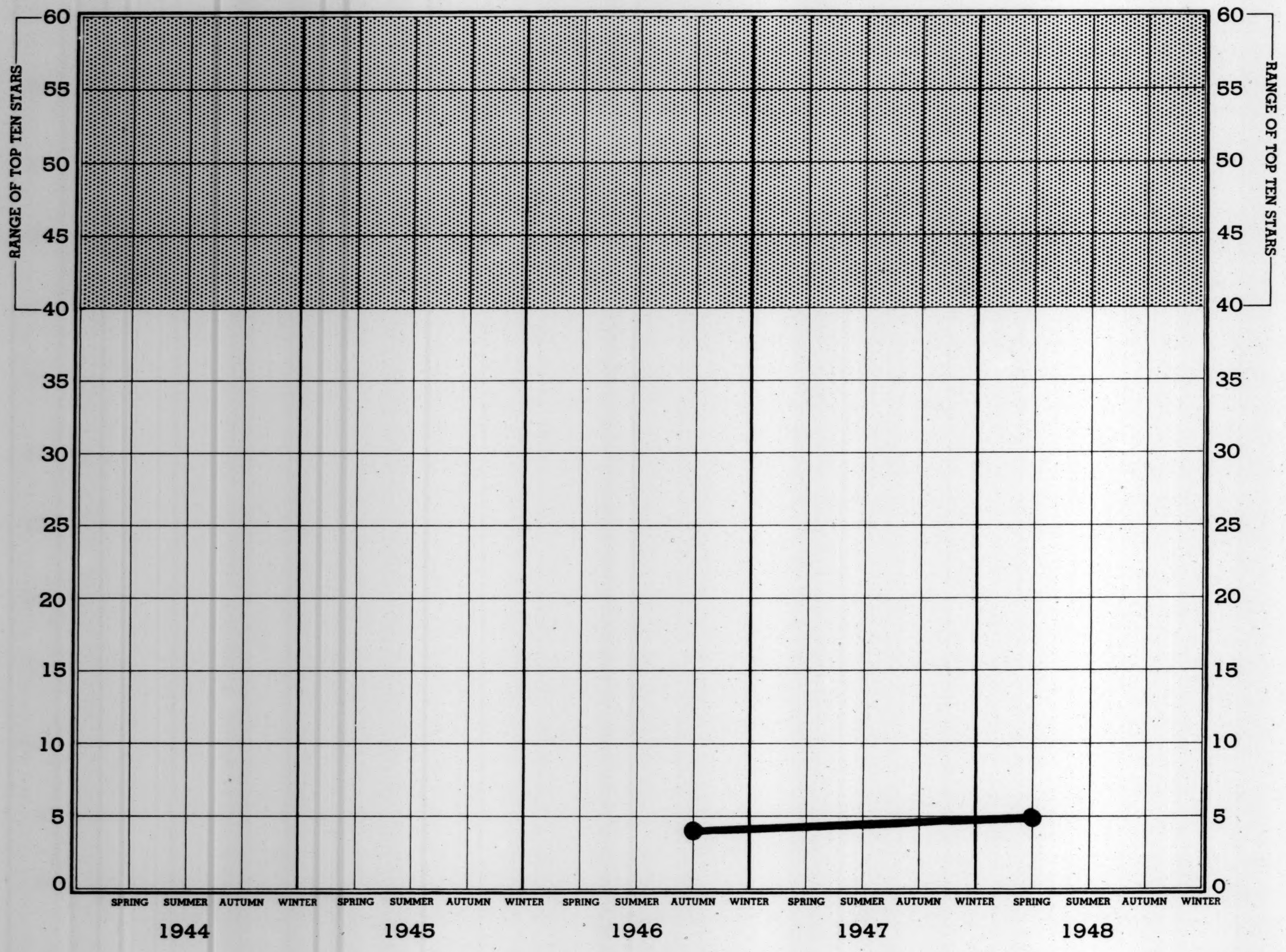
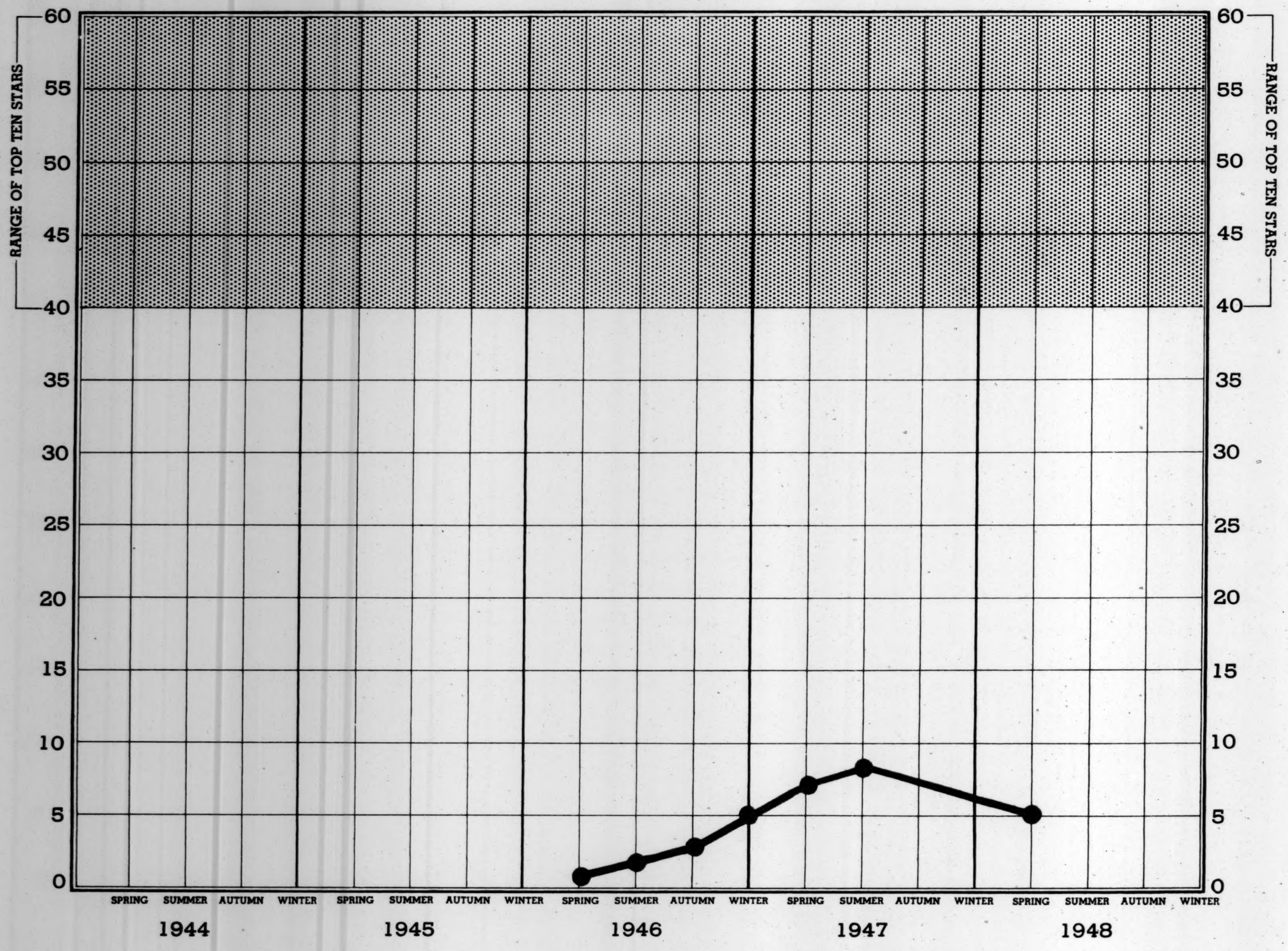


Beverly TYLER

VERA-ELLEN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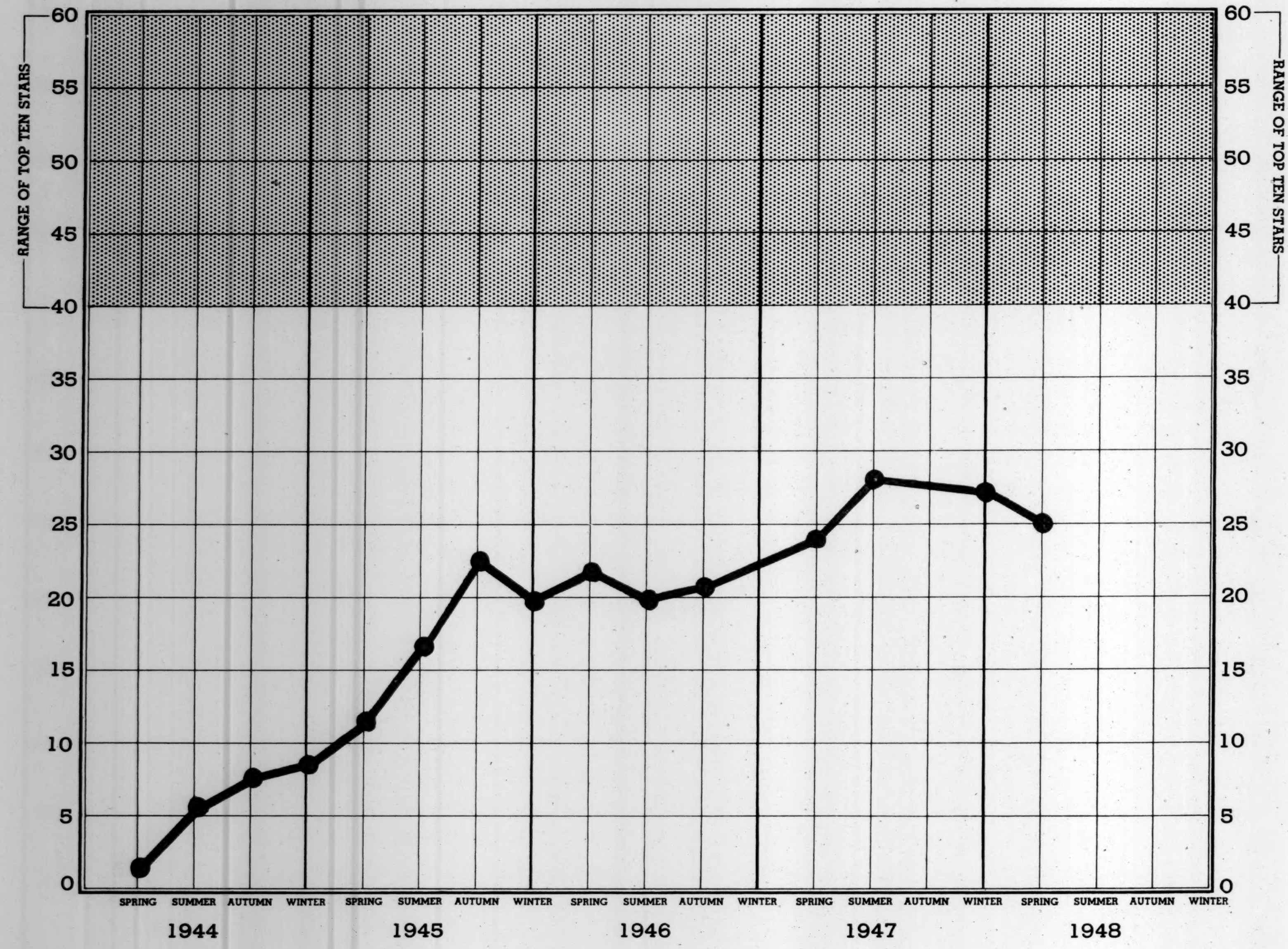
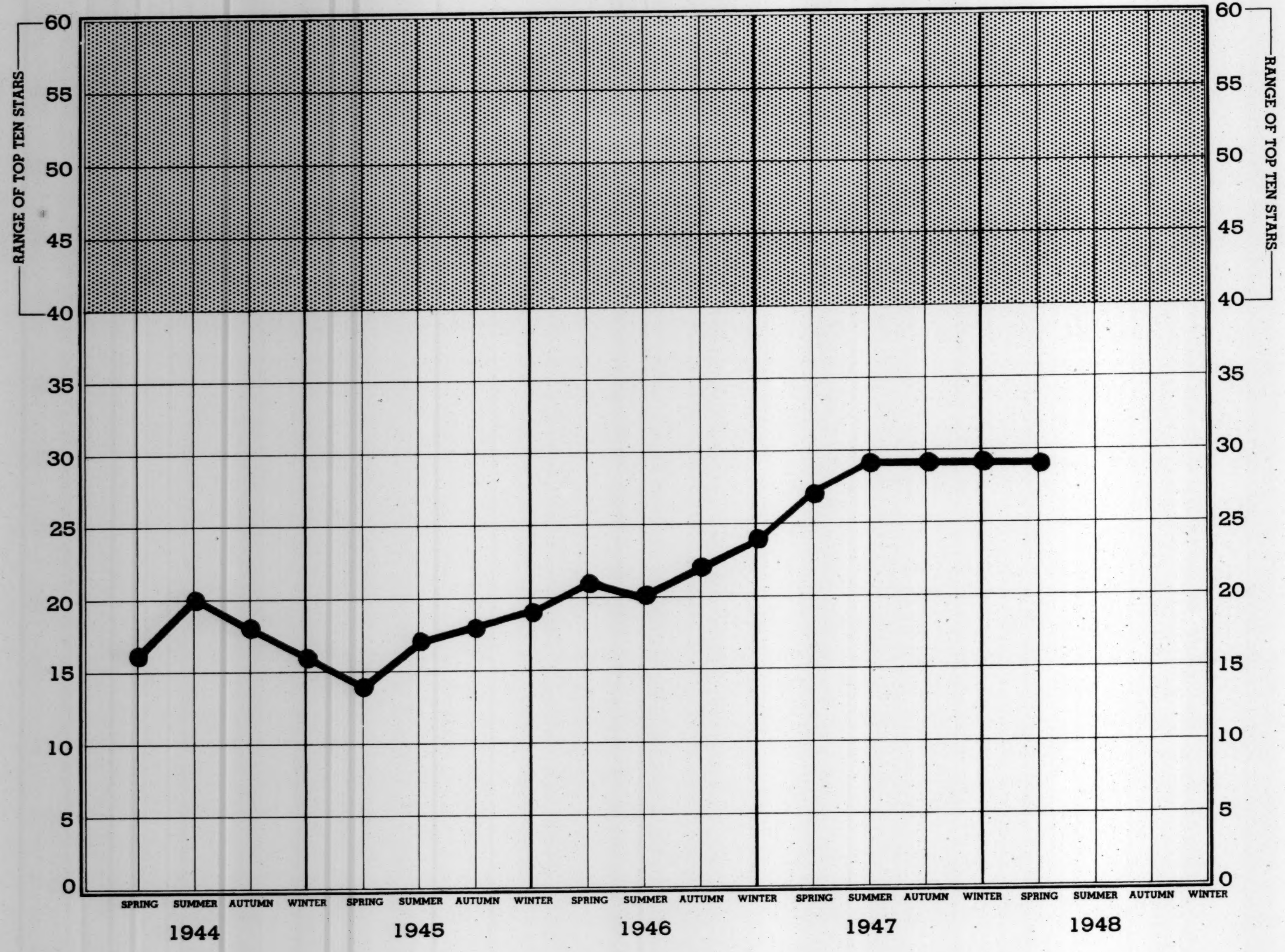
Robert WALKER

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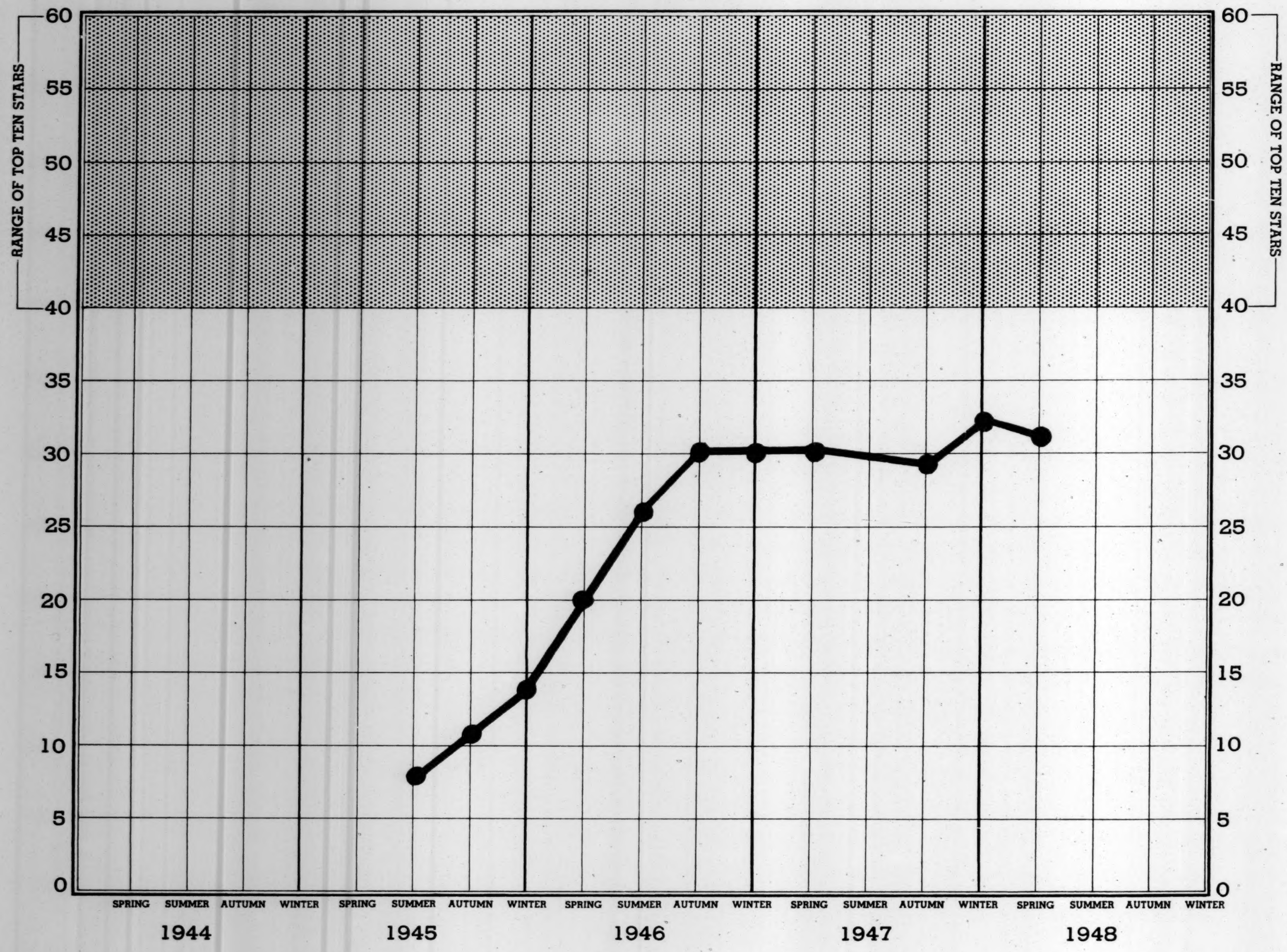

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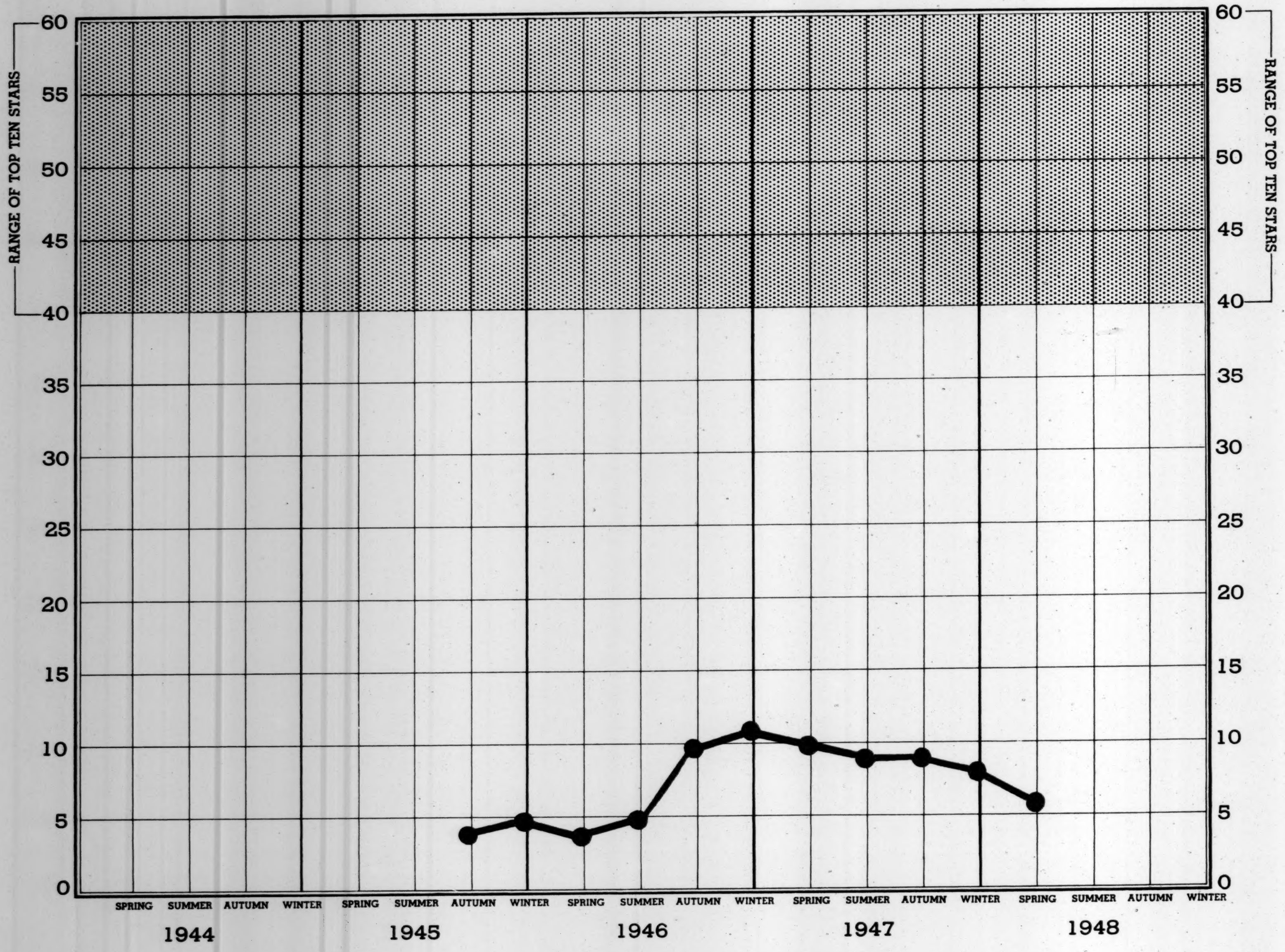
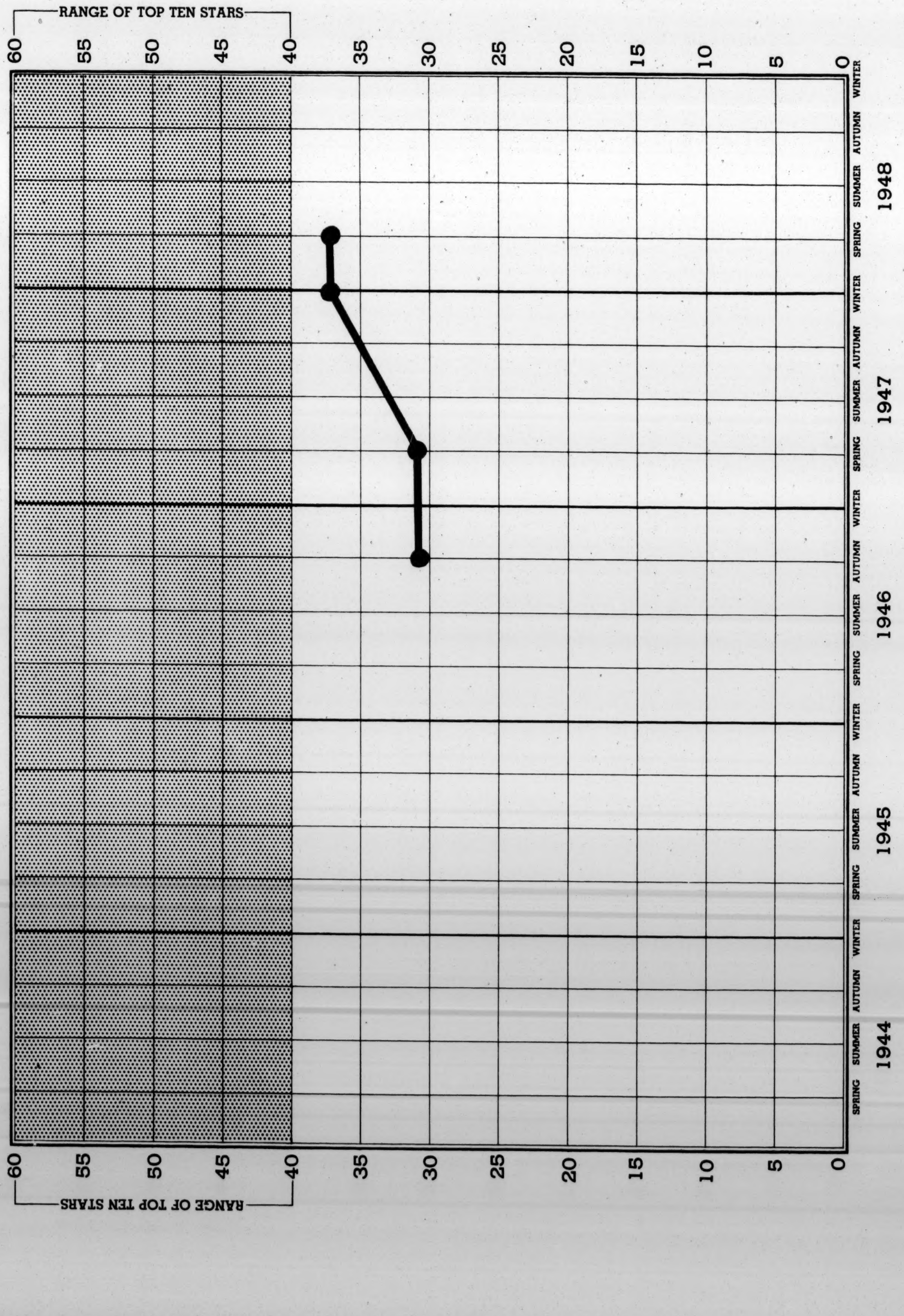
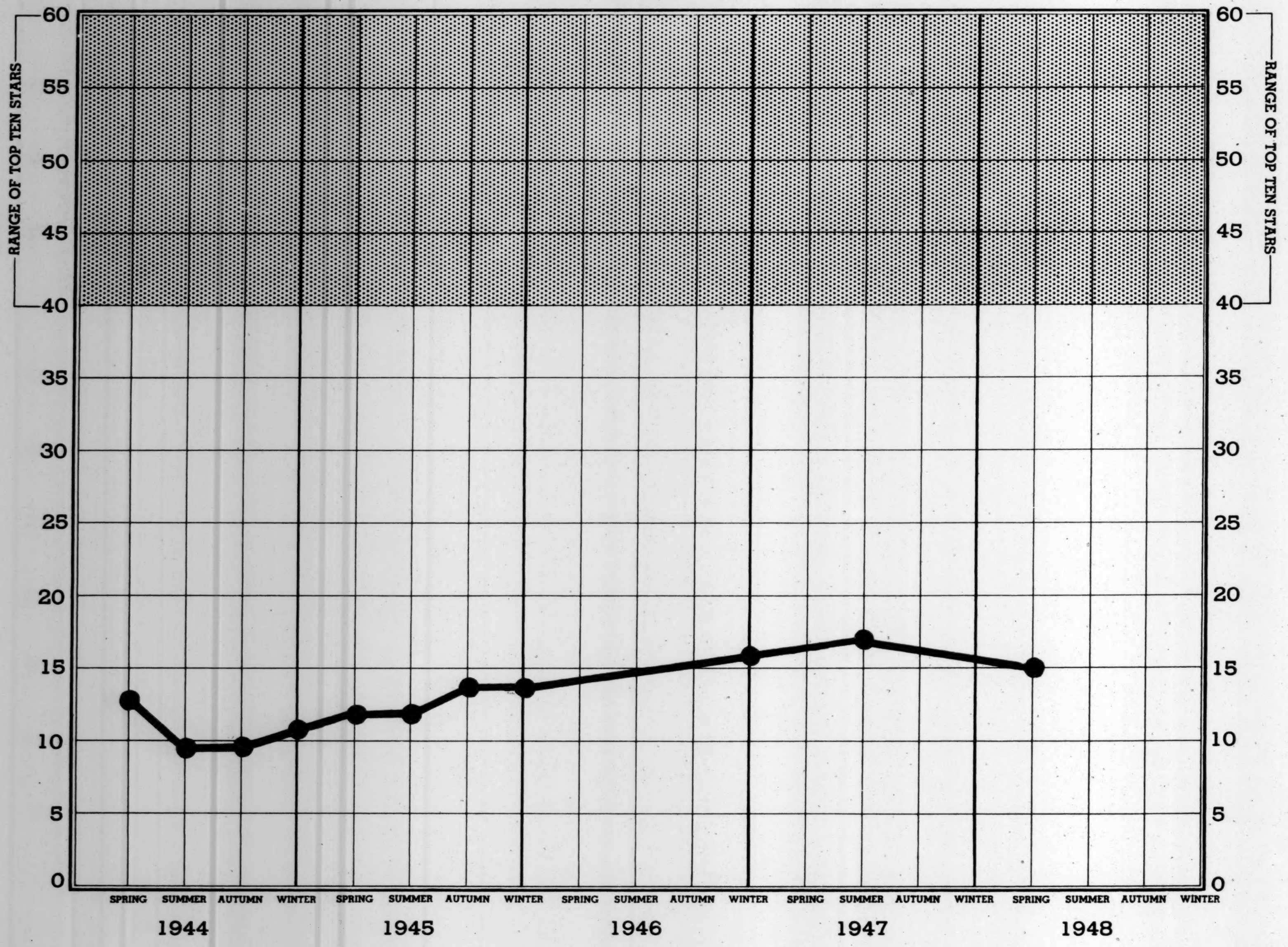


Bill WILLIAMS

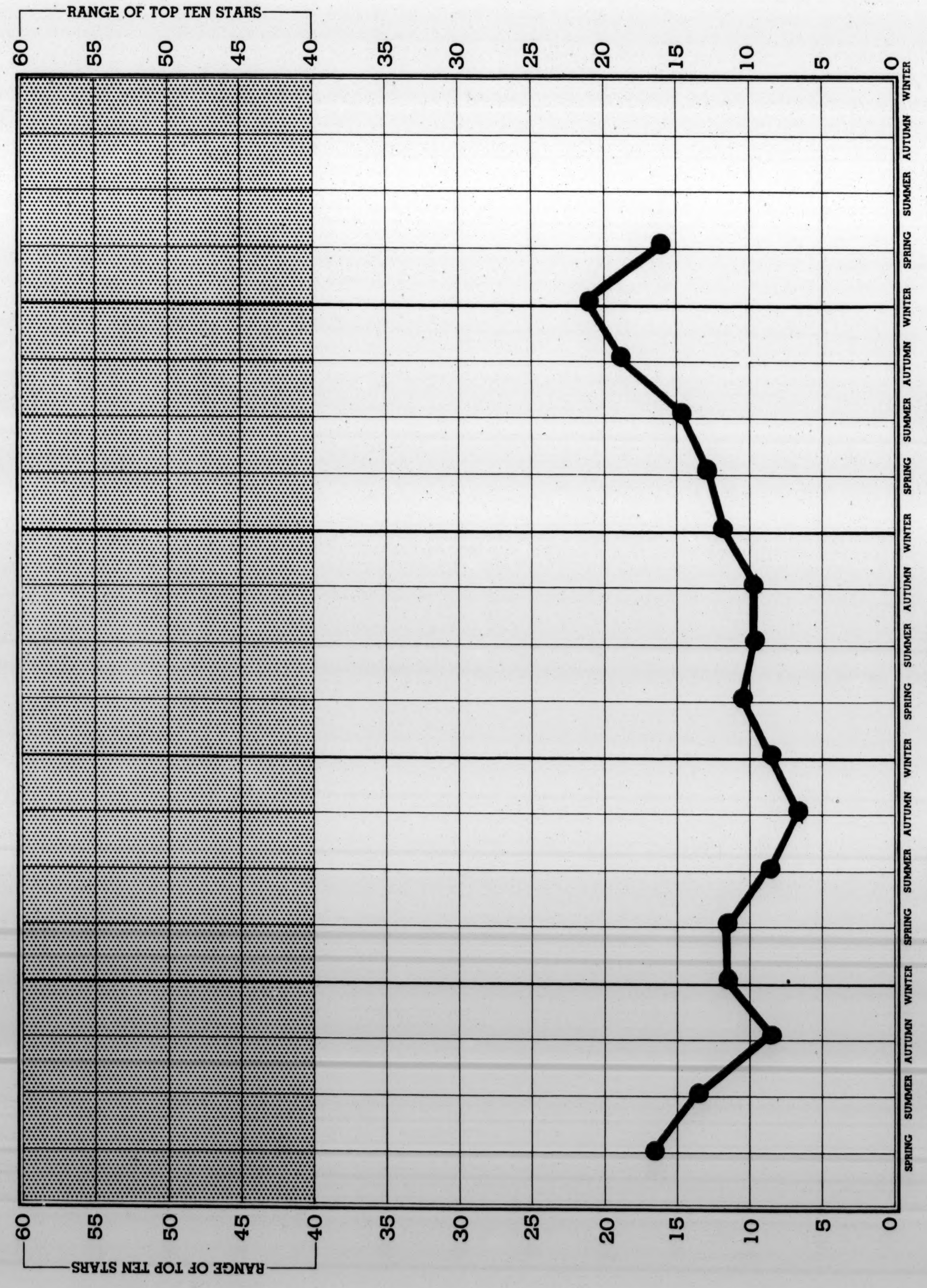
Esther WILLIAMS



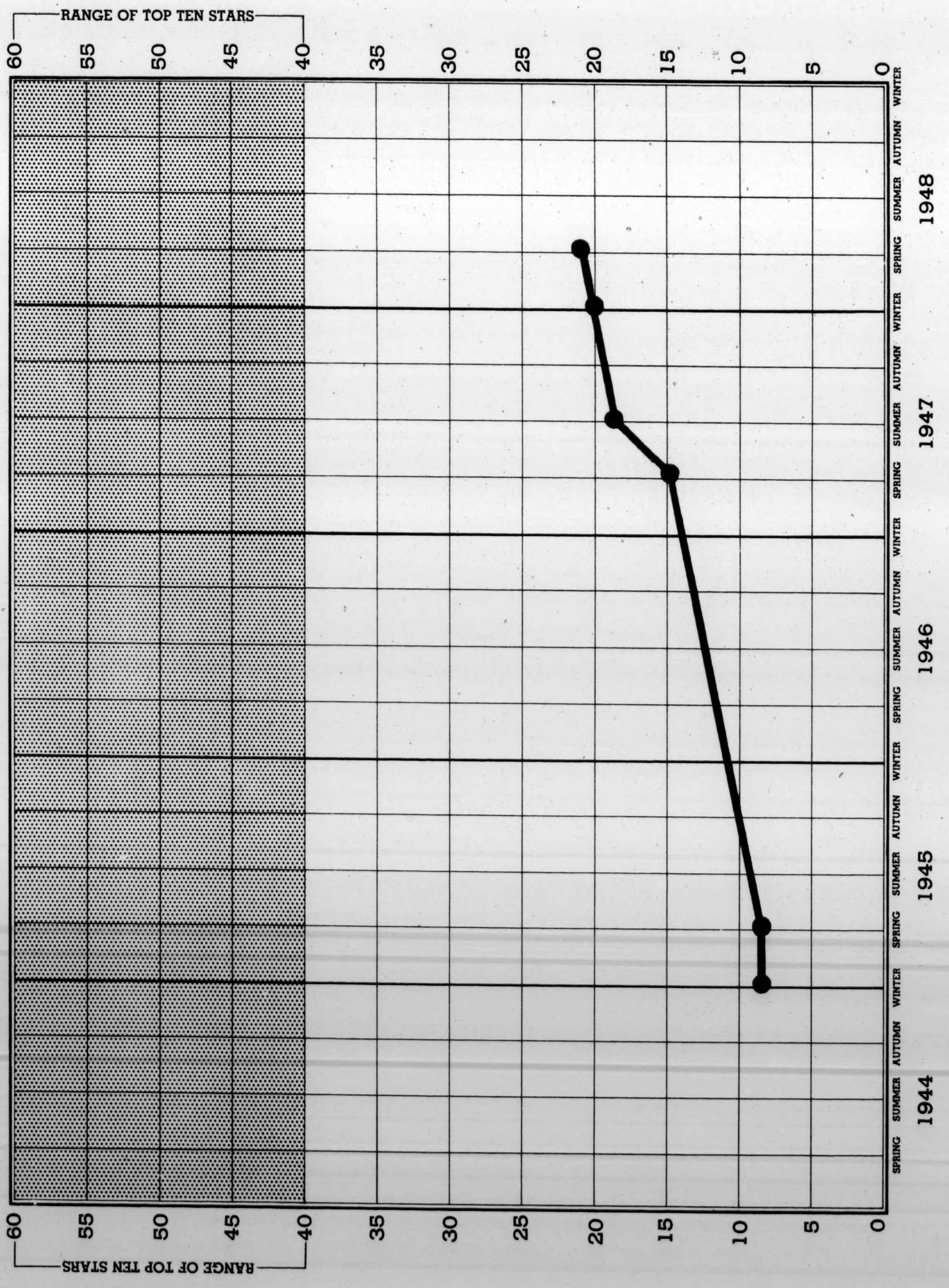
Monty WOOLLEY



Teresa WRIGHT



Jane WYMAN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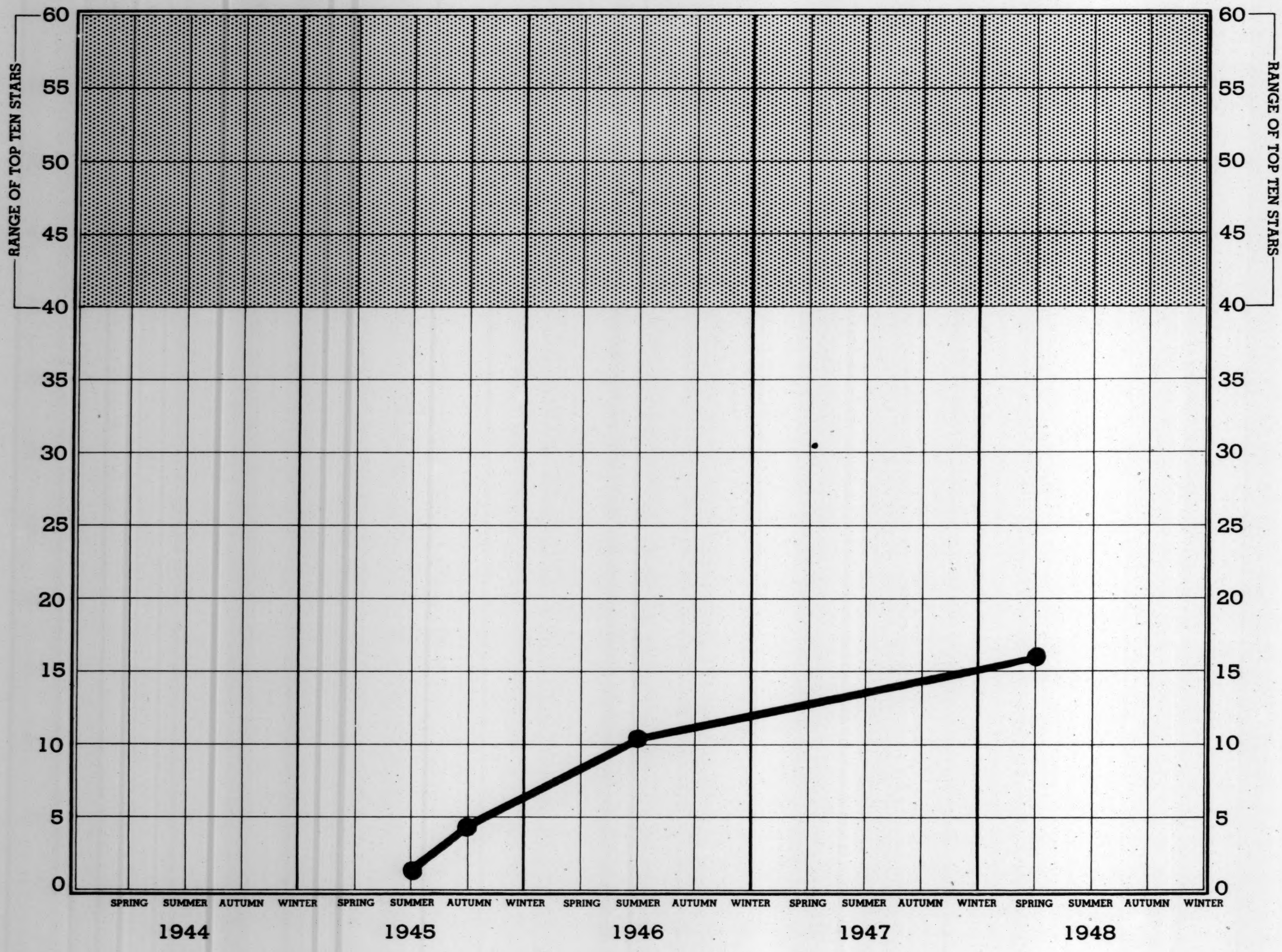
Keenan WYNN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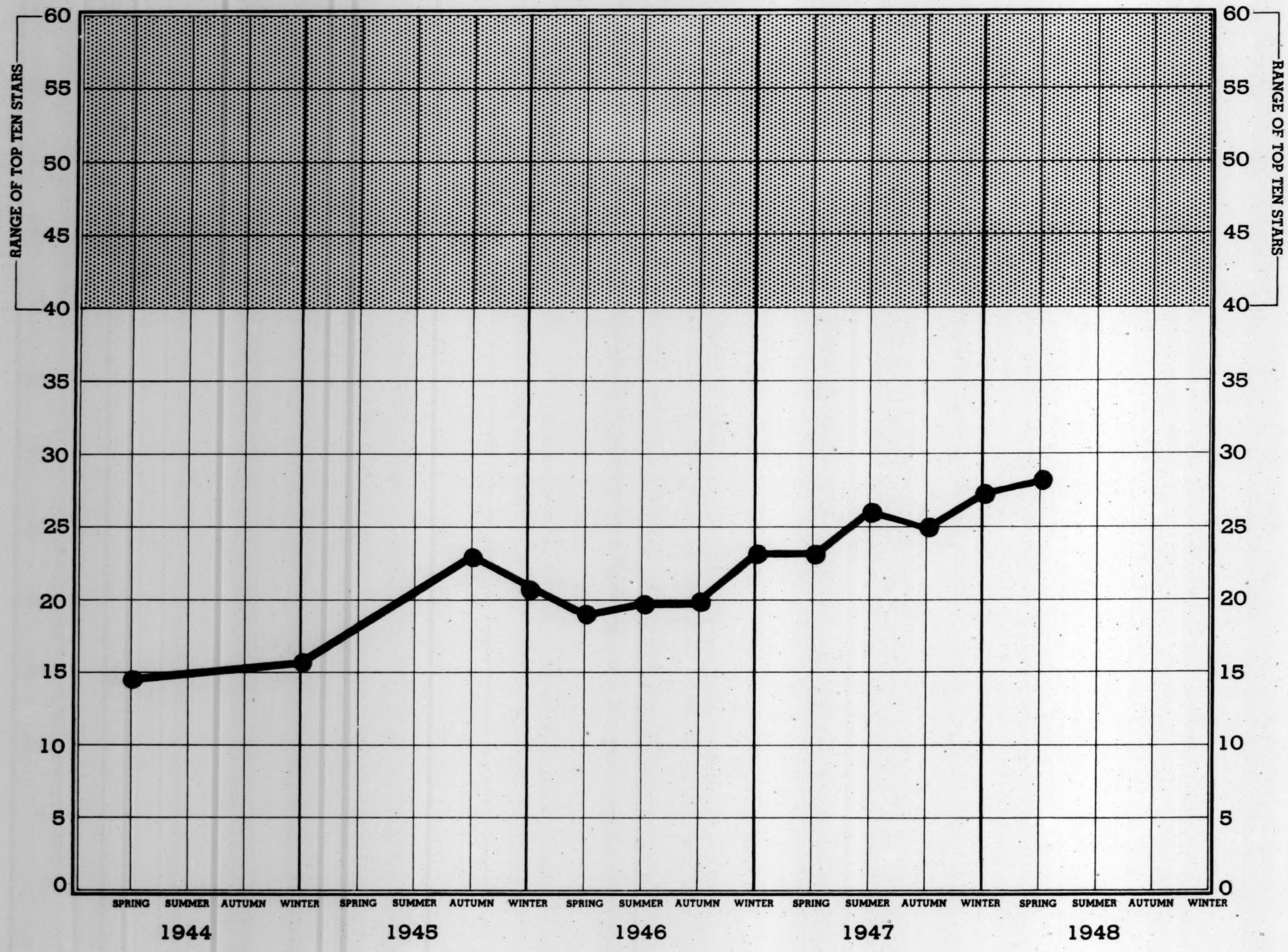
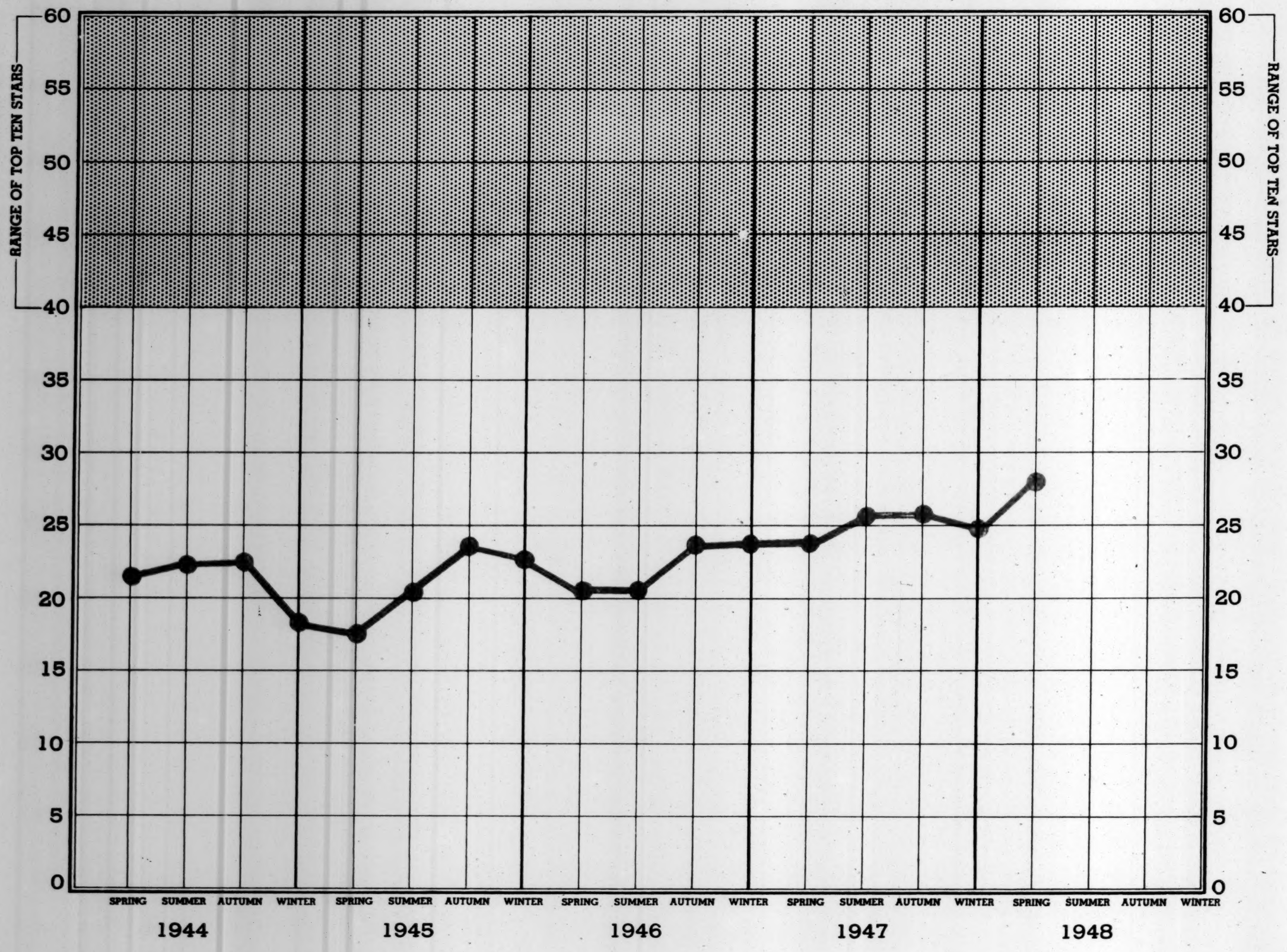


Loretta YOUNG

Robert YOUNG